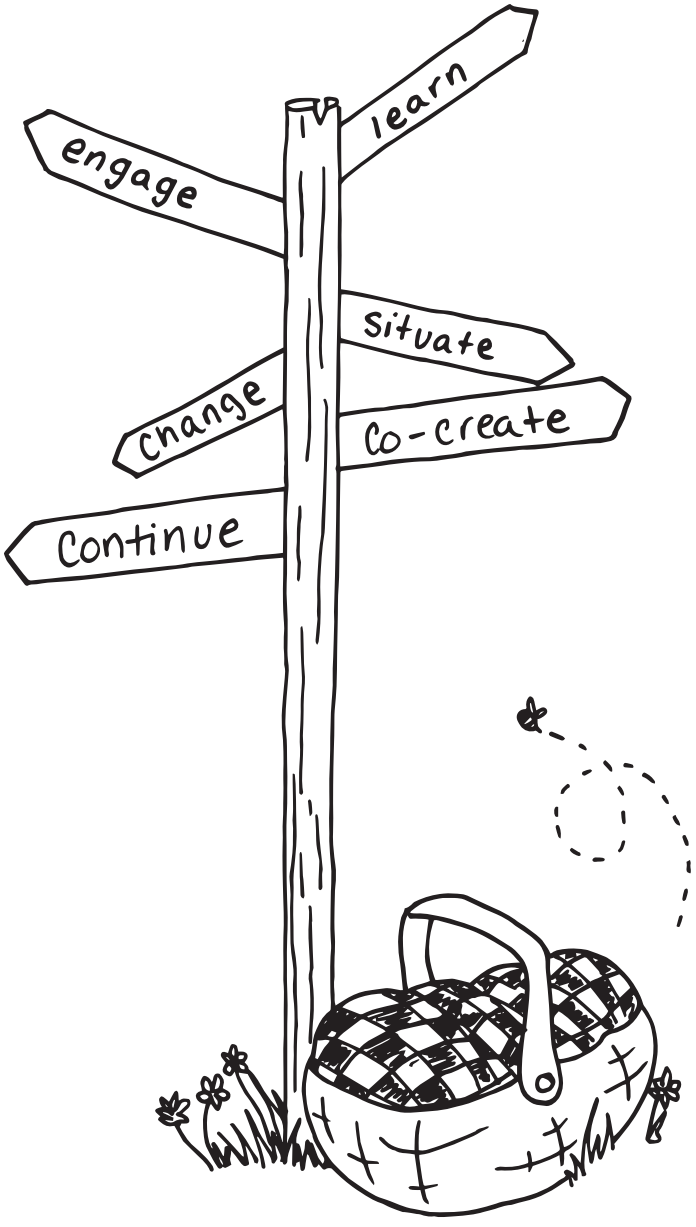
BigPicnic

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



waag society

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 710780.

This is me

Space to have your portrait drawn

Name: . . . . . .

Organisation: . . . . . .

Hidden talent: . . . . . .

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

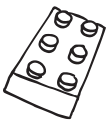
Design enabling environments for your audience(s), using the insights, input and design results of cocreative process.

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.

Where are you on the rollercoaster and why?

Check in DAY 1: Roller Coaster

1 Open Your Mind: LEGO exercise



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

1 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?

1 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

Space to write

Round 2

- [ ] Storyteller
- [ ] Interviewer
- [ ] Observer

Space to write

Round 3

- [ ] Storyteller
- [ ] Interviewer
- [ ] Observer

Space to write

1 Open Your Mind : 2 minute design Challenge

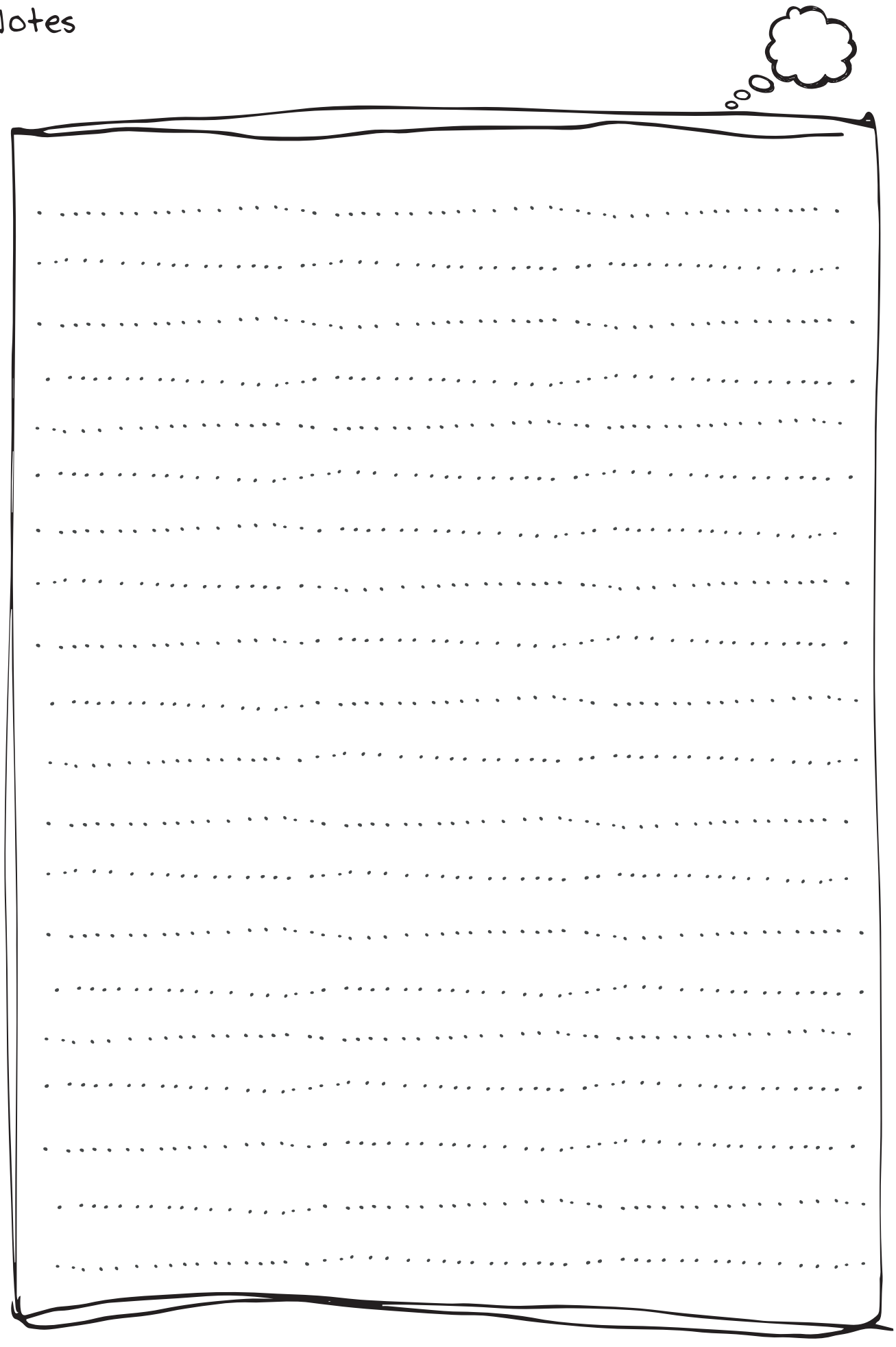
Team up in pairs. One of you has one minute to present a 'problem' you faced that day (it can be very small, like 'my water bottle did not fit under the tap').
In the second minute you design a solution for that particular problem. Together.

Problem:

Solution:

Space to write / draw / take notes

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:

2 Enabling environments exploration: grid of requirements

Enabling environments are the optimal circumstances for acting in favour of the movement.

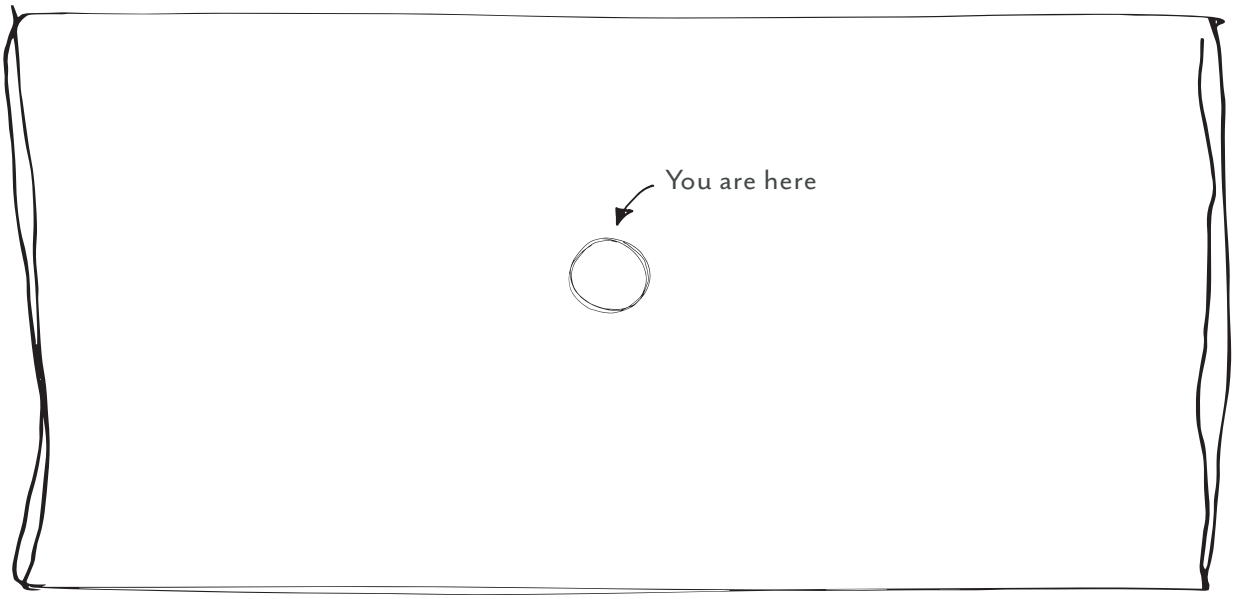
3 Movement mission: Movement outline first draft

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?



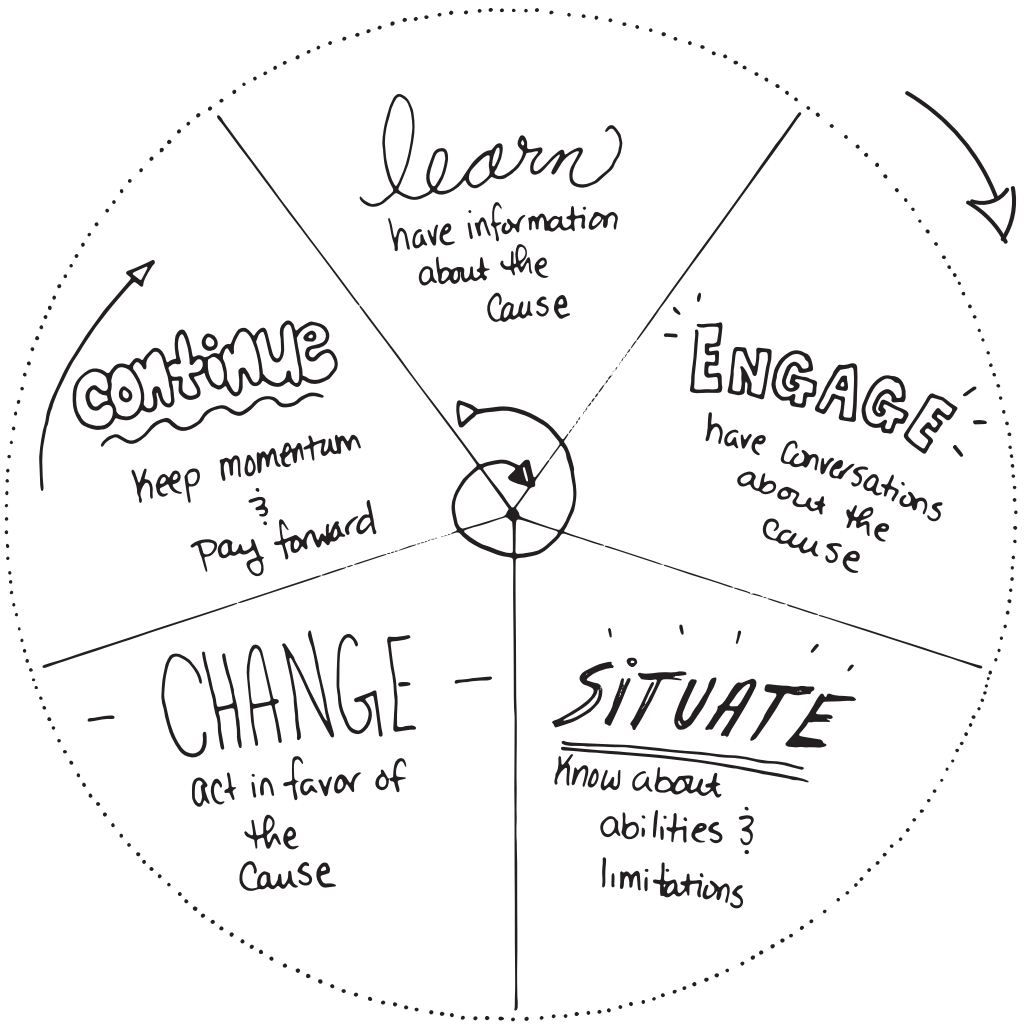
What are the (five) shared values in your organisation, in relation to the topic?

Movement mission

What do you want to achieve with the movement?

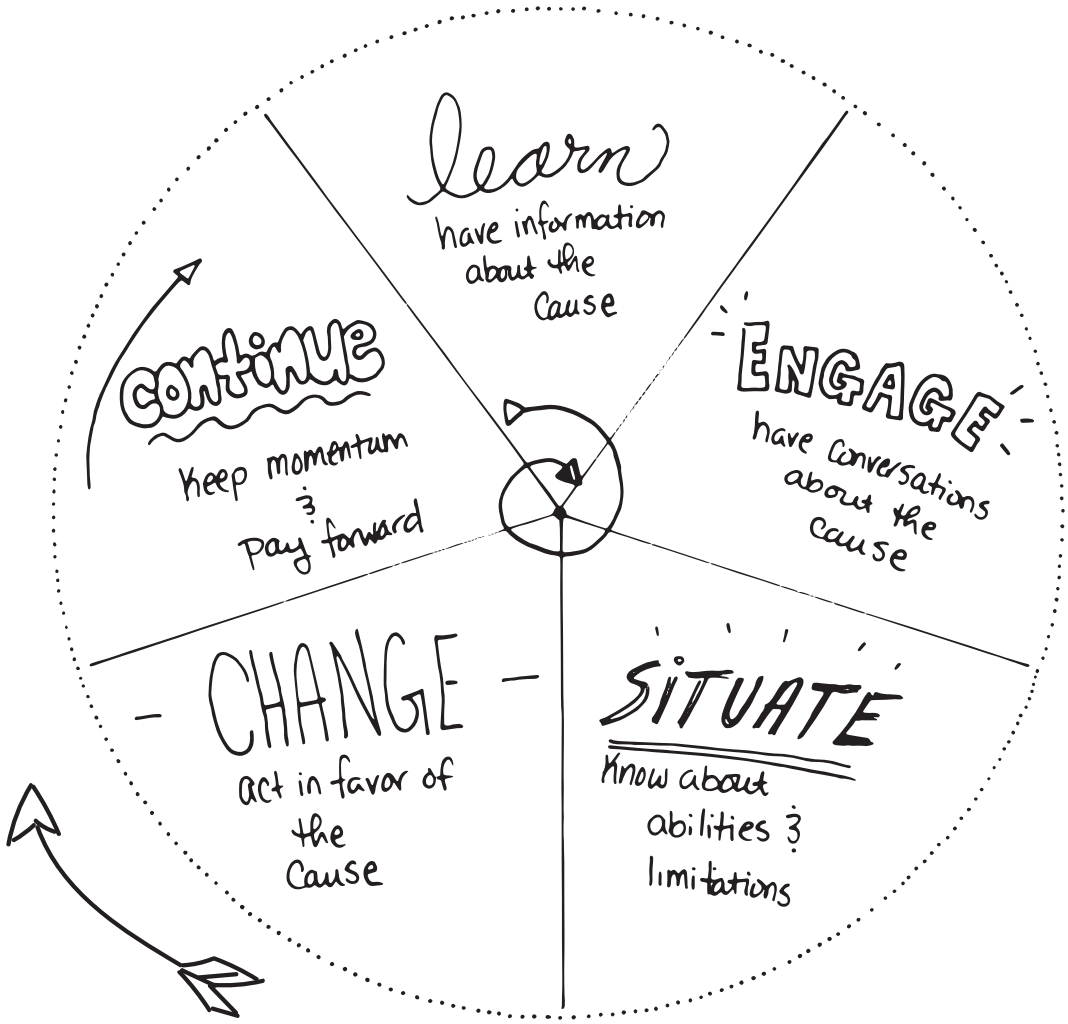
3 Movement mission: audiences

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



3 Movement mission: Stakeholders

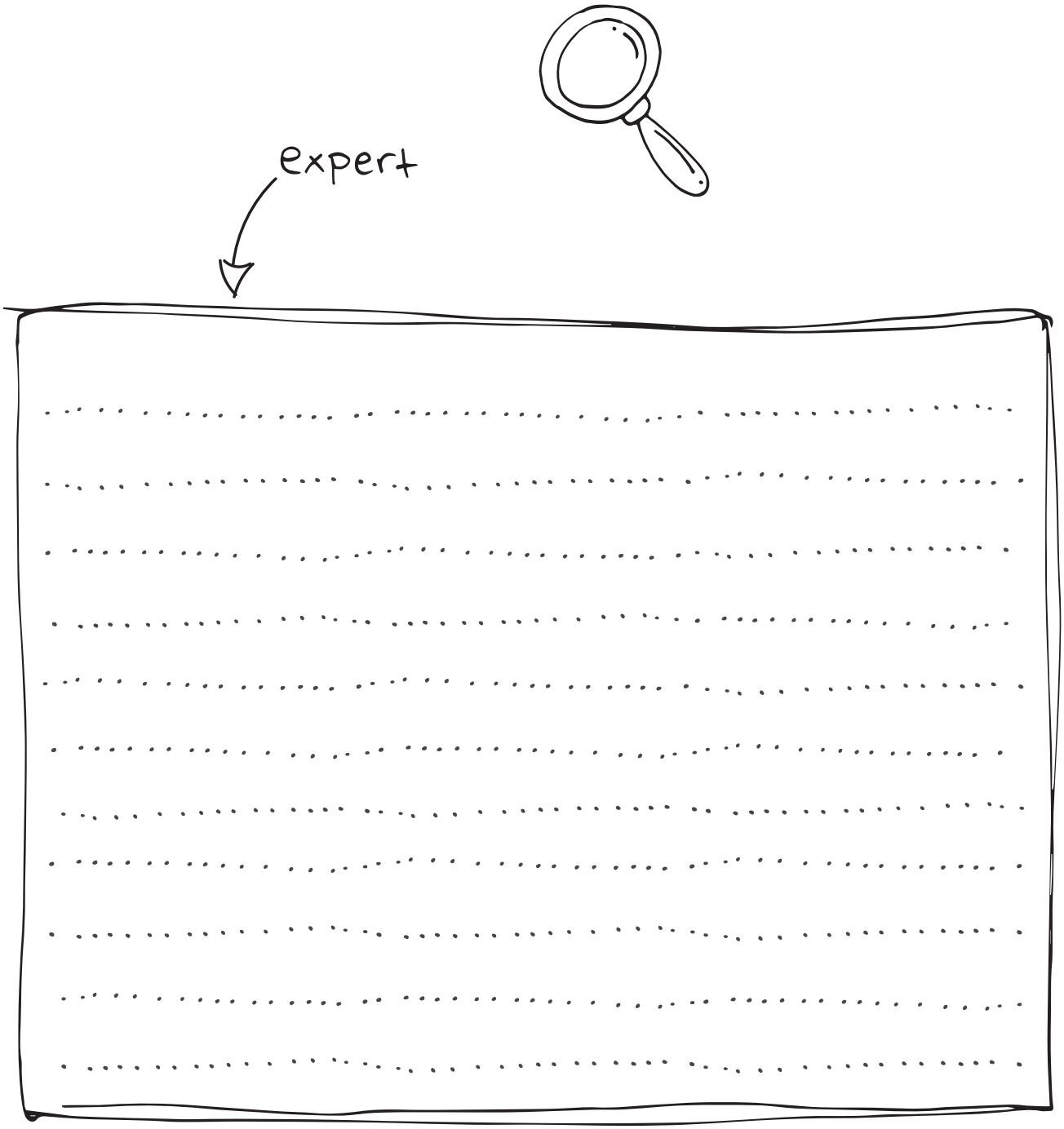
Who are your allies in your movement? What do you want them to do?



Findings of the day

inspiring

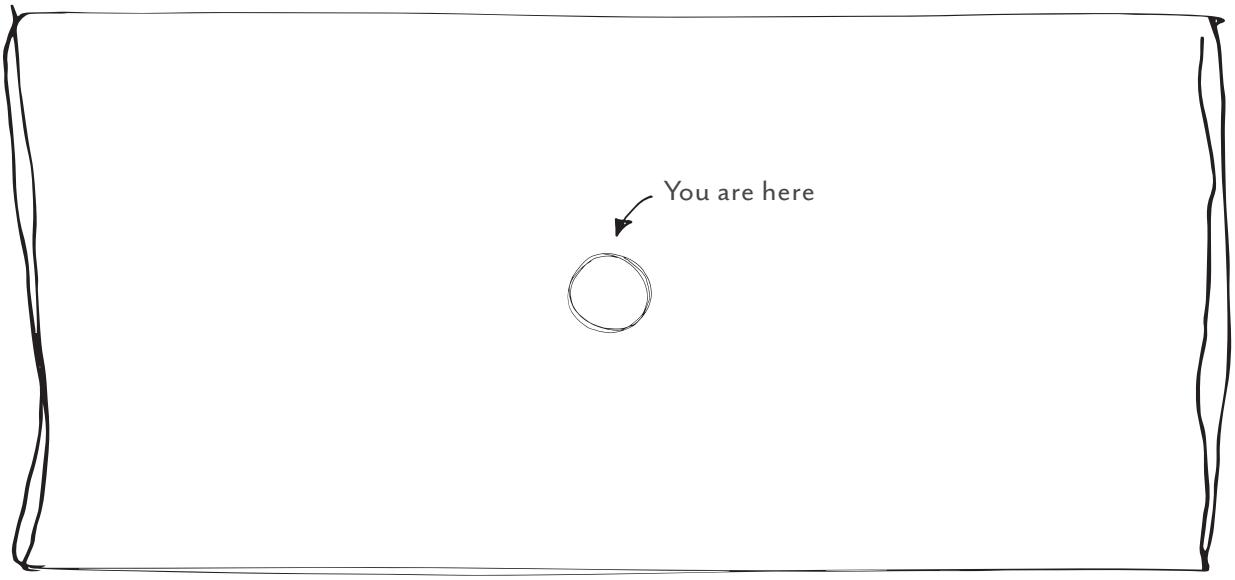
Notes on speakers



3 Movement mission: Movement outline first iteration

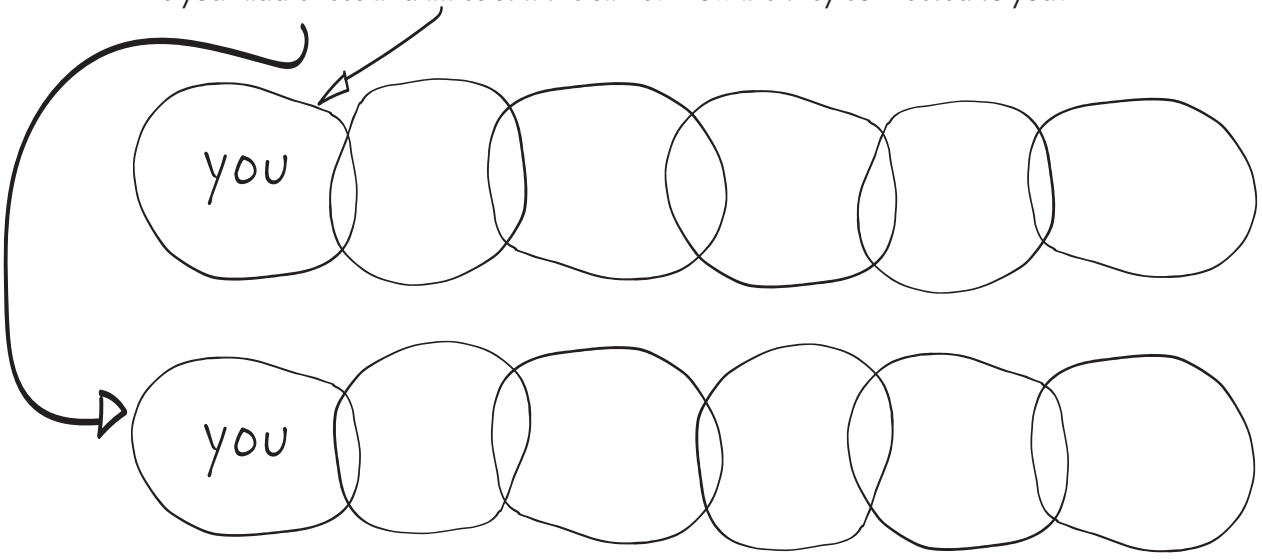
Position organisation

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?

Check in DAY 2 : Roller Coaster

Where are you on the rolleroaster and why?

3 Movement mission: feedback on Movement outline

On your network

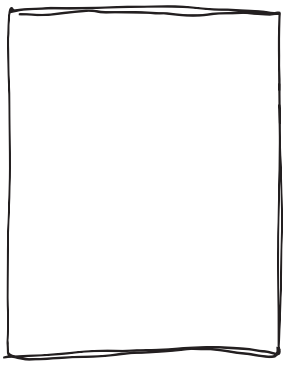
On your values

On your mission

New insights

3 Movement mission: empathy map

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.):

think & feel	hear
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?*
say & do	**see**
What does their environment look like? *Where do they work?* *Which media do they use?* *How do they contact their surroundings?*	*What kind of attitude do they have?* *What do they do in their spare time?* *What does their day look like?*

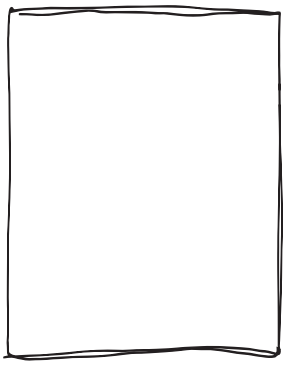
pain

What does the target audience want to reach, how do they measure success? Desires, needs, measure of success?

gain

What are the fears, frustrations and obstacles or challenges that the target audience faces?

3 Movement mission: empathy map

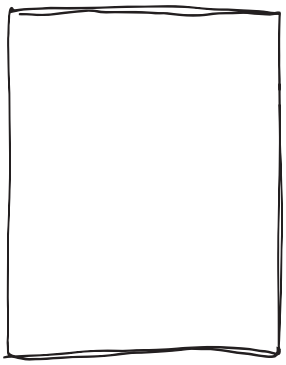


general profile (age, sex, family, income, residence, etc.):

think & feel	hear
say & do	see

pain	gain

3 Movement mission: empathy map

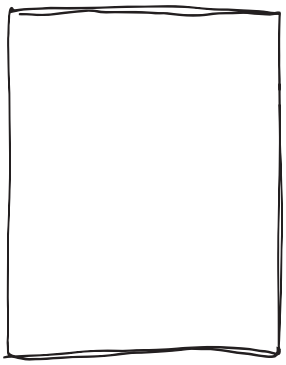


general profile (age, sex, family, income, residence, etc.):

think & feel	hear
say & do	see

pain	gain

3 Movement mission: empathy map

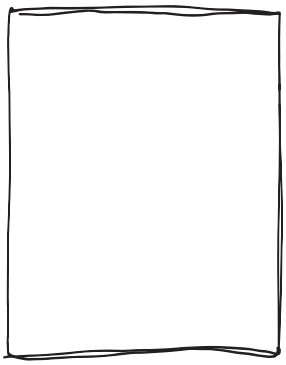


general profile (age, sex, family, income, residence, etc.):

think & feel	hear
say & do	see

pain	gain

3 Movement mission: empathy map



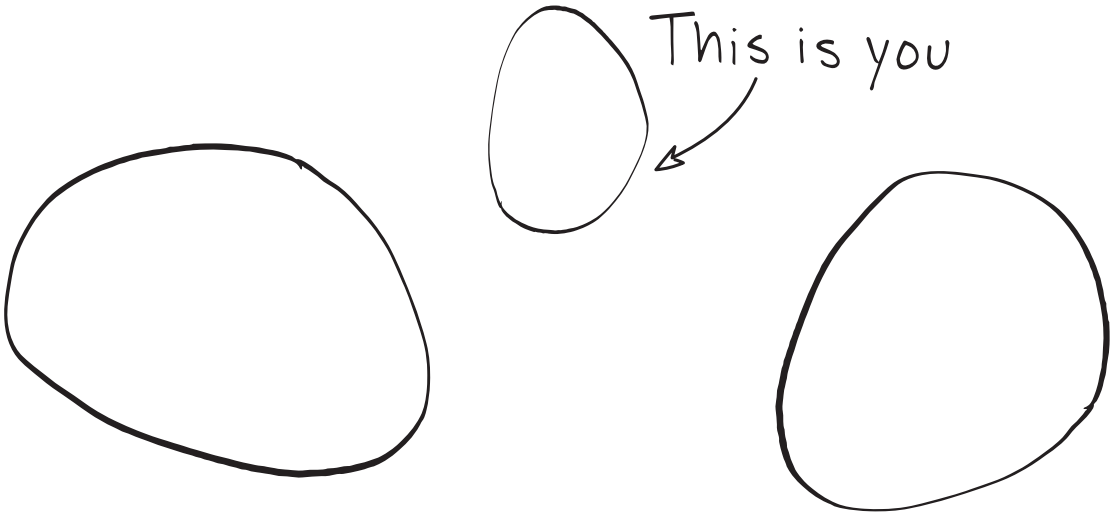
general profile (age, sex, family, income, residence, etc.):

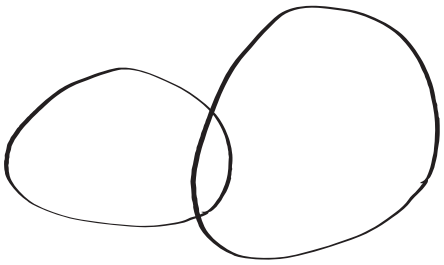
think & feel	hear
say & do	see

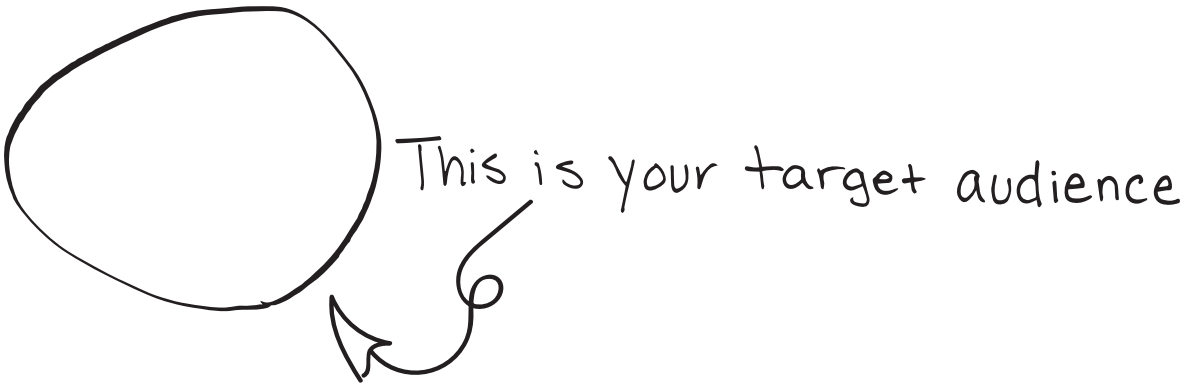
pain	gain

3 Movement mission: Circles of Connection

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







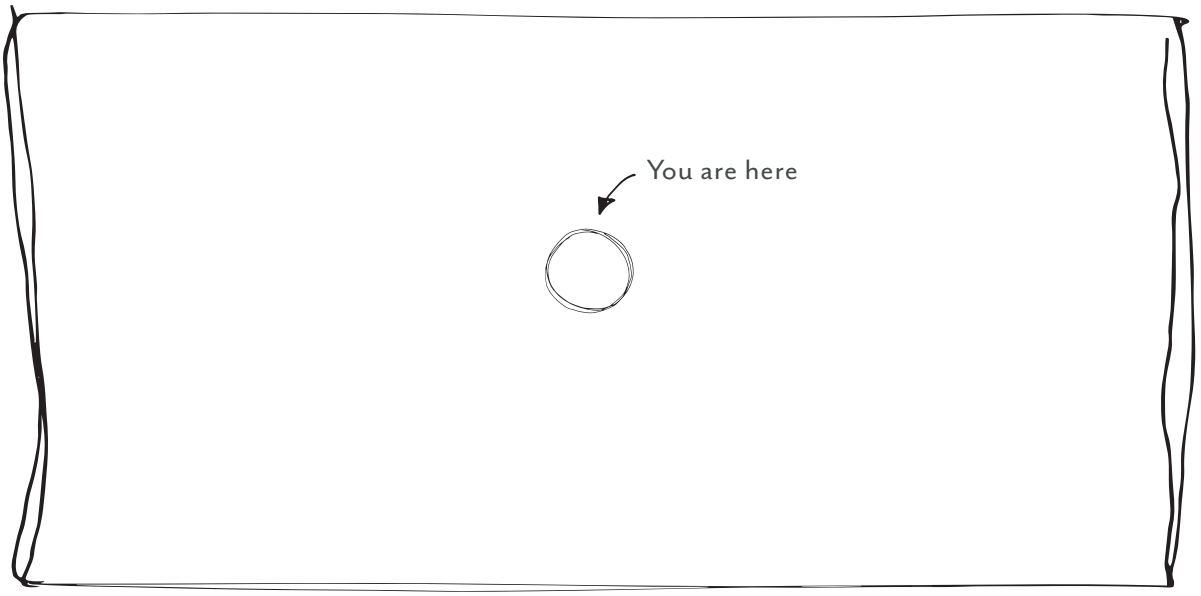
4 Co-creation case: movement outline

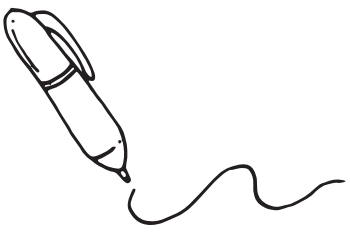
What is the case you have chosen to work on?

Team

Network

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





4 Co-creation case: movement outline

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

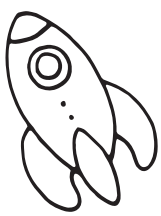
What do you already know the enabling environment needs to have and what are your limiting factors?

*

*

*

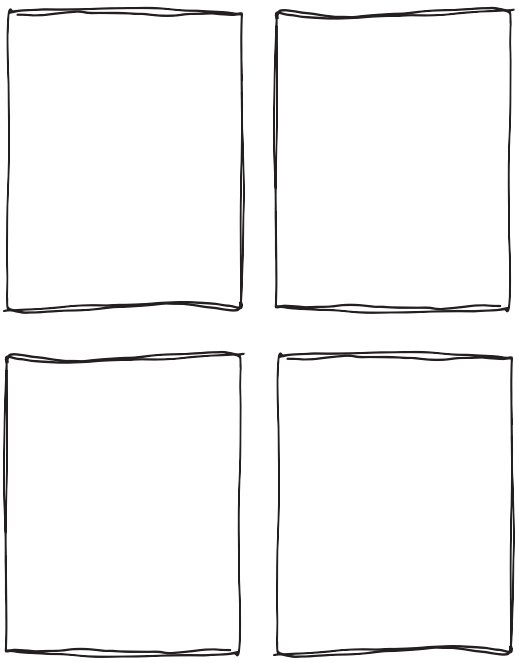
*

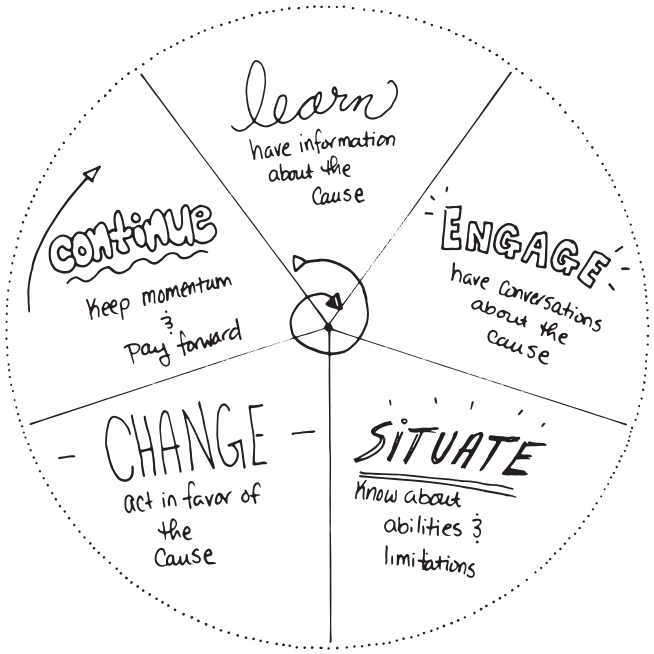


4 Co-creation case: audiences & stakeholders

Audiences

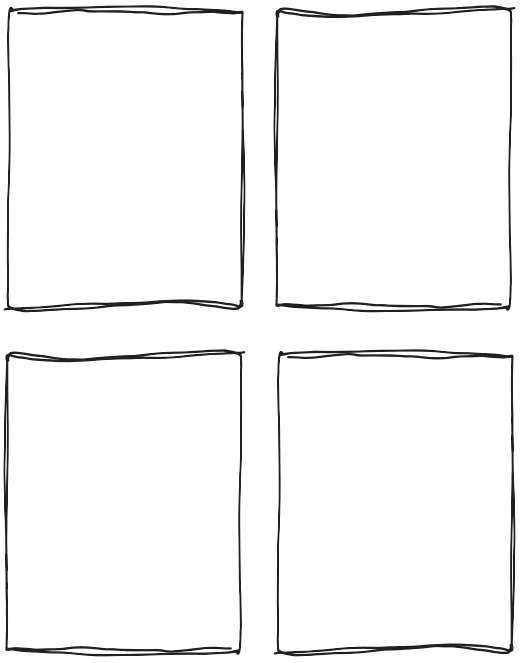
Who are the people you want to reach / include? What do you want them to do?

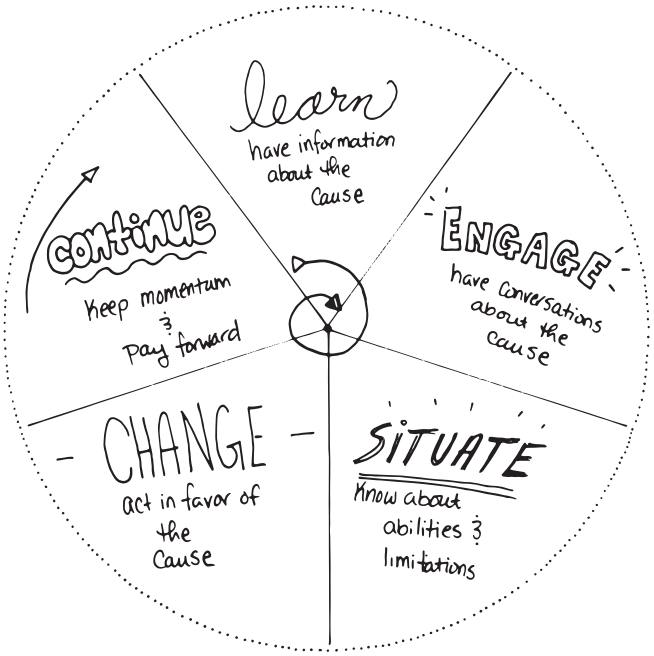




Stakeholders

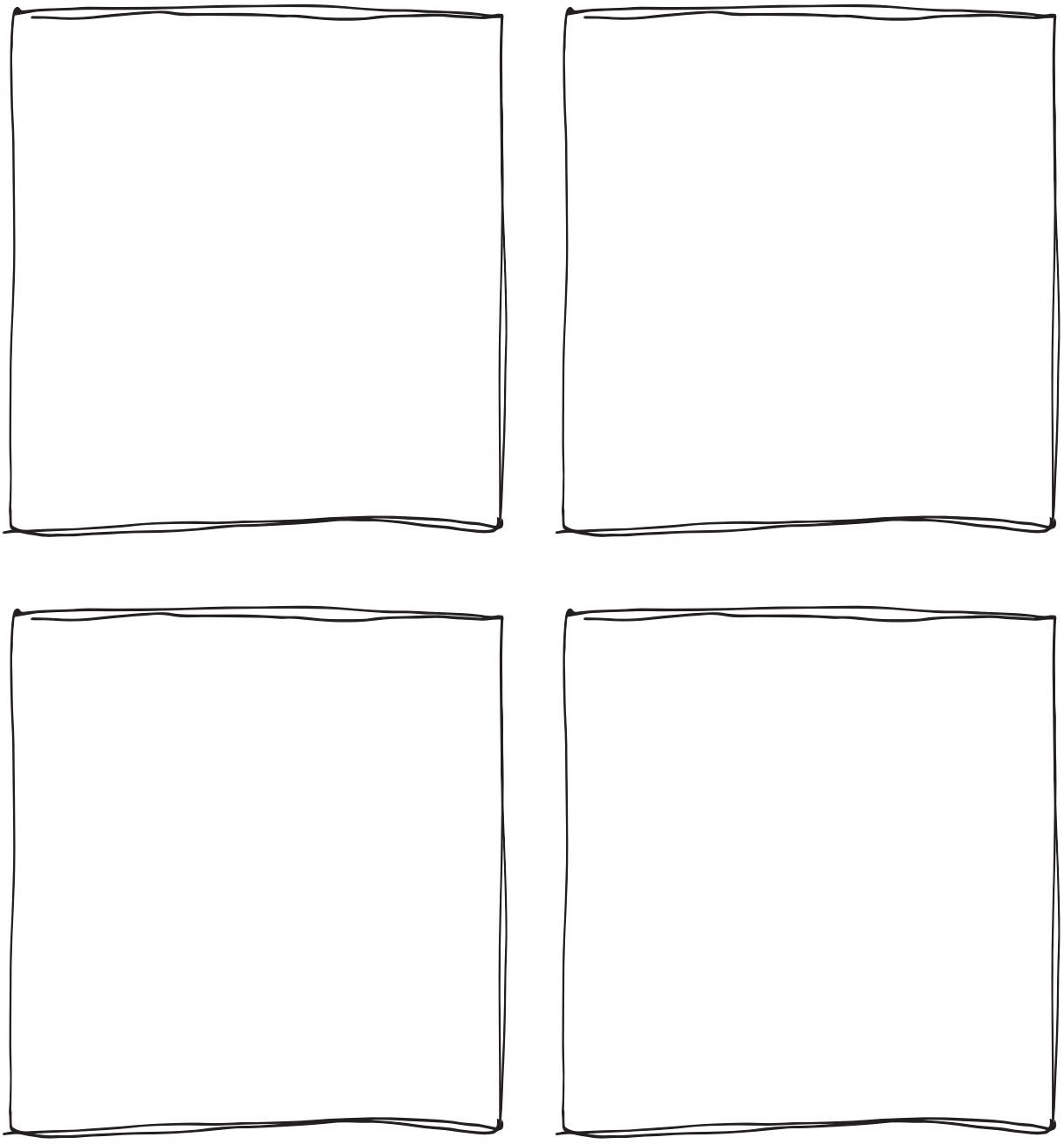
Who are the people you want to involve? What do you want them to do?





4 Co-creation case: Co-creation cards

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

4 Co-creation case: insights

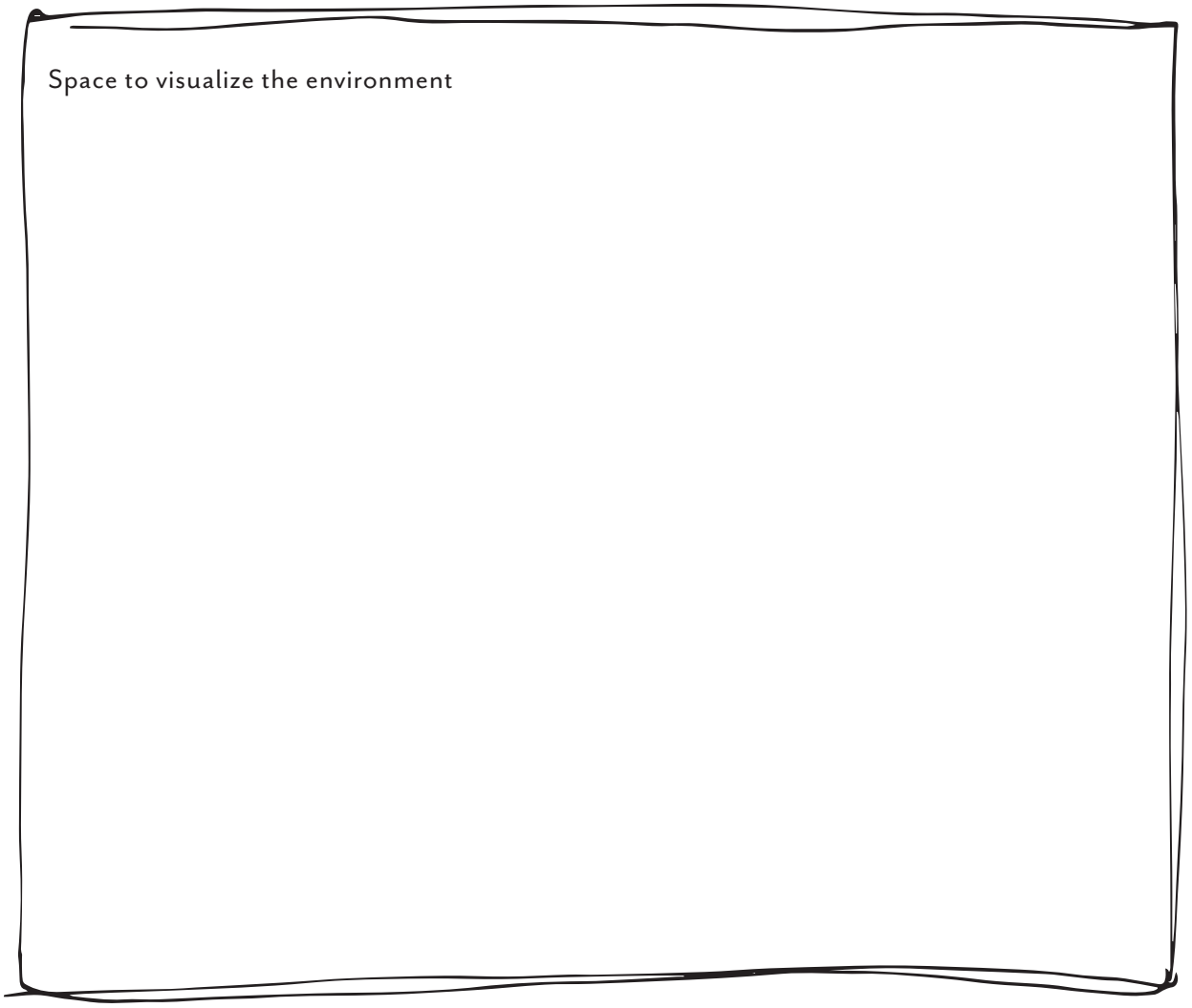
Insights you got based on the set requirements , first assumptions and the input from the co-creation session.

5 Enabling environment design

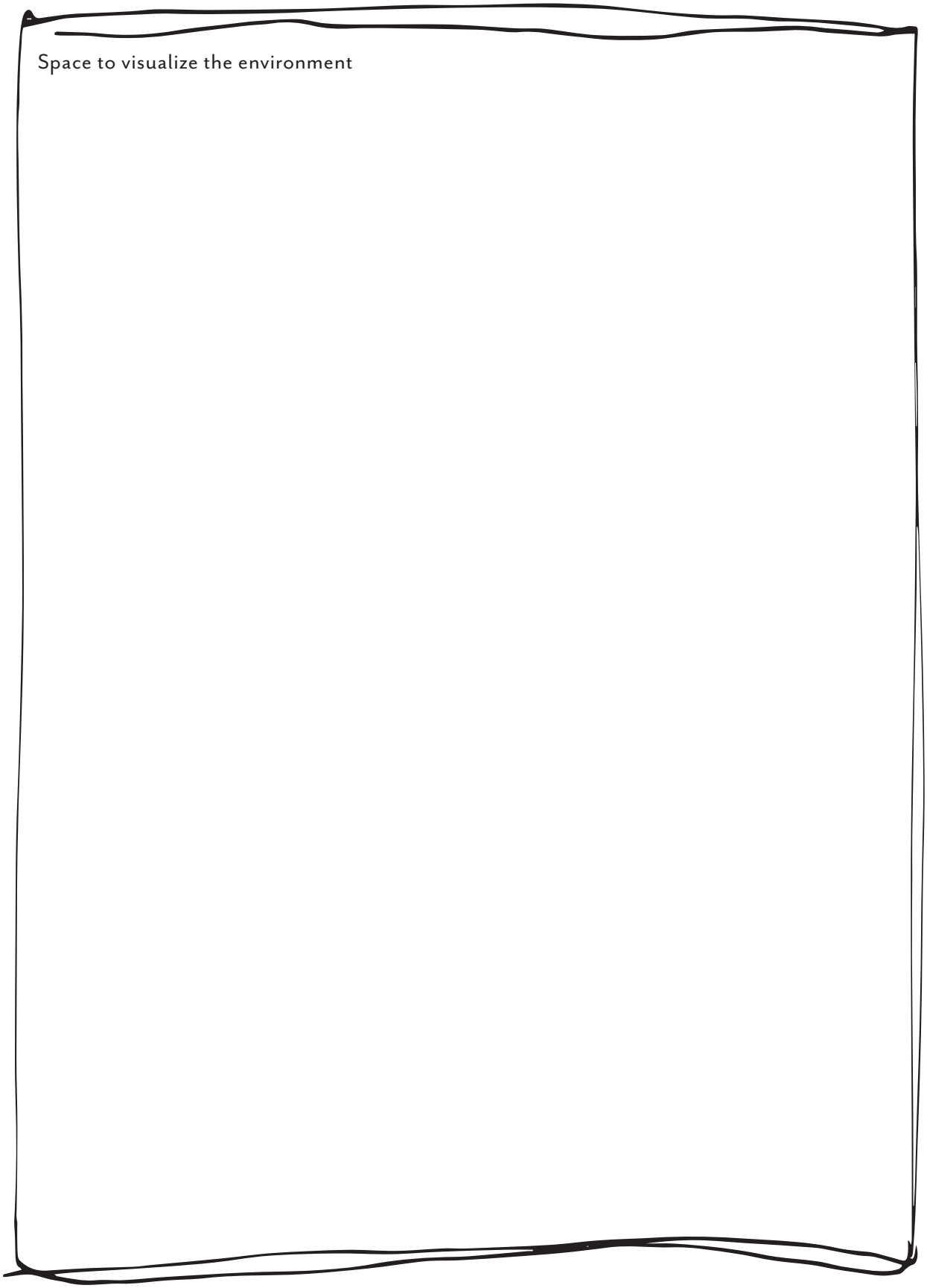
Movement goal:

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

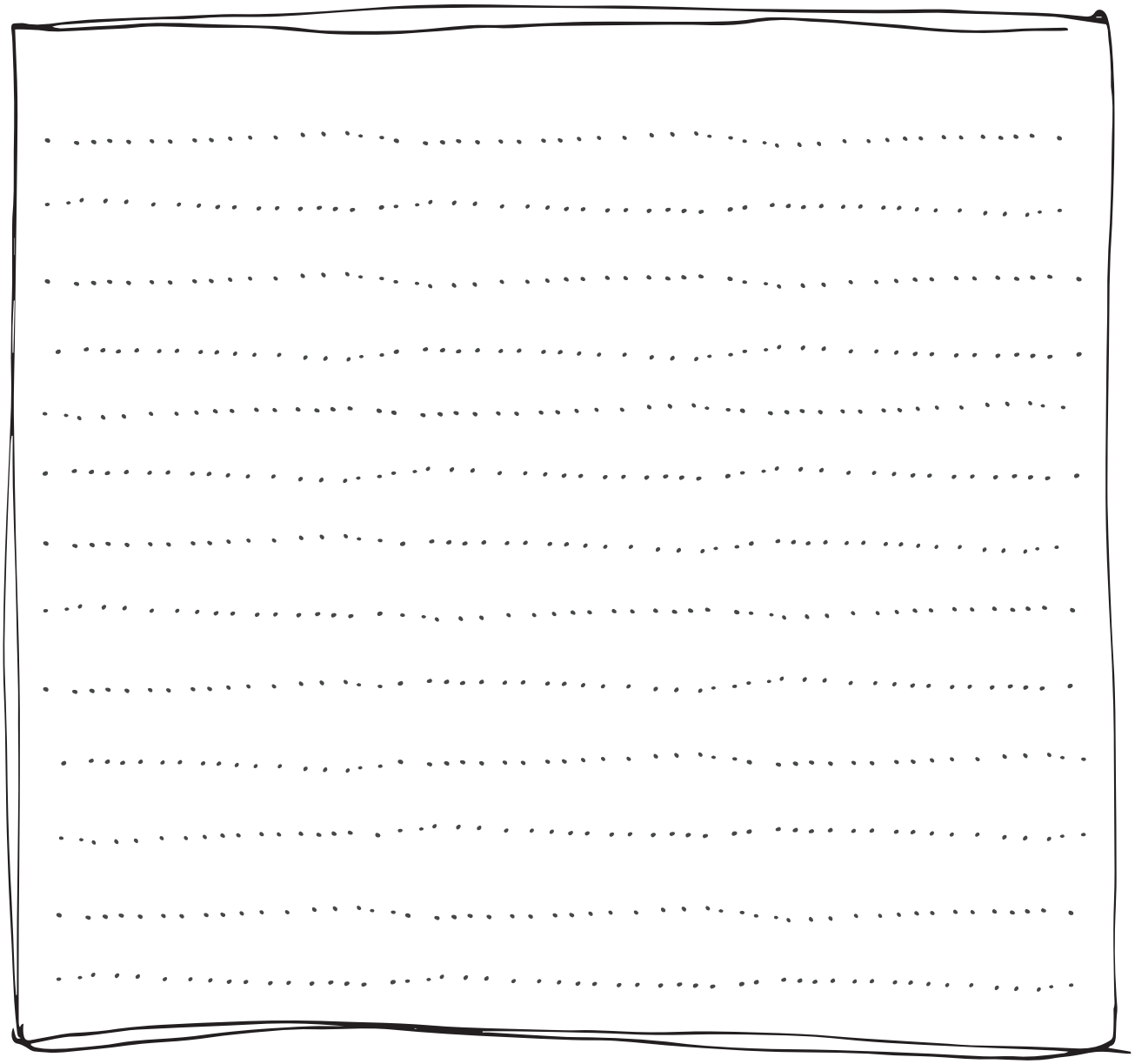
How it works:



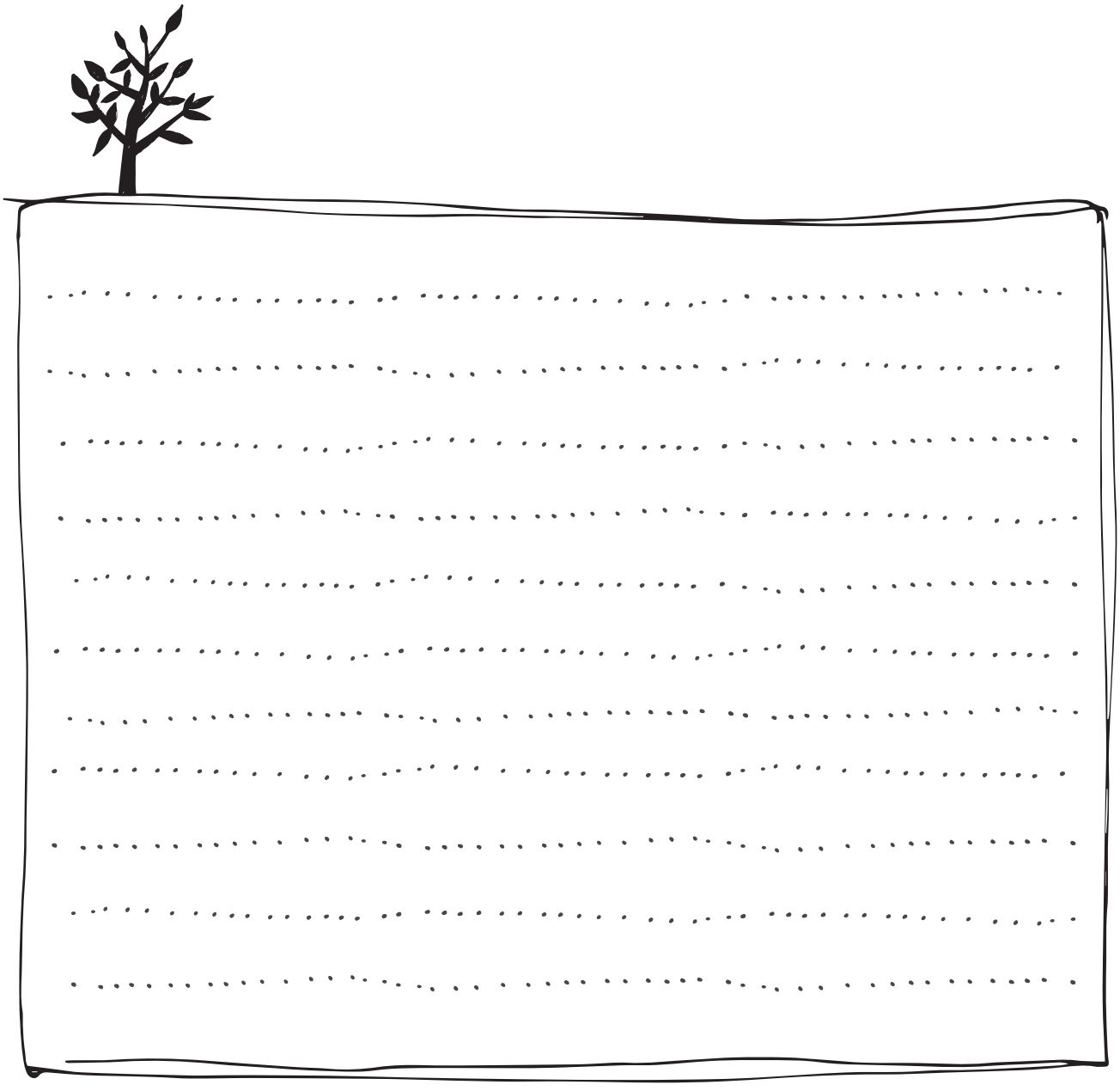
5 Enabling environment design



5 Co-creation case: Feedback on design



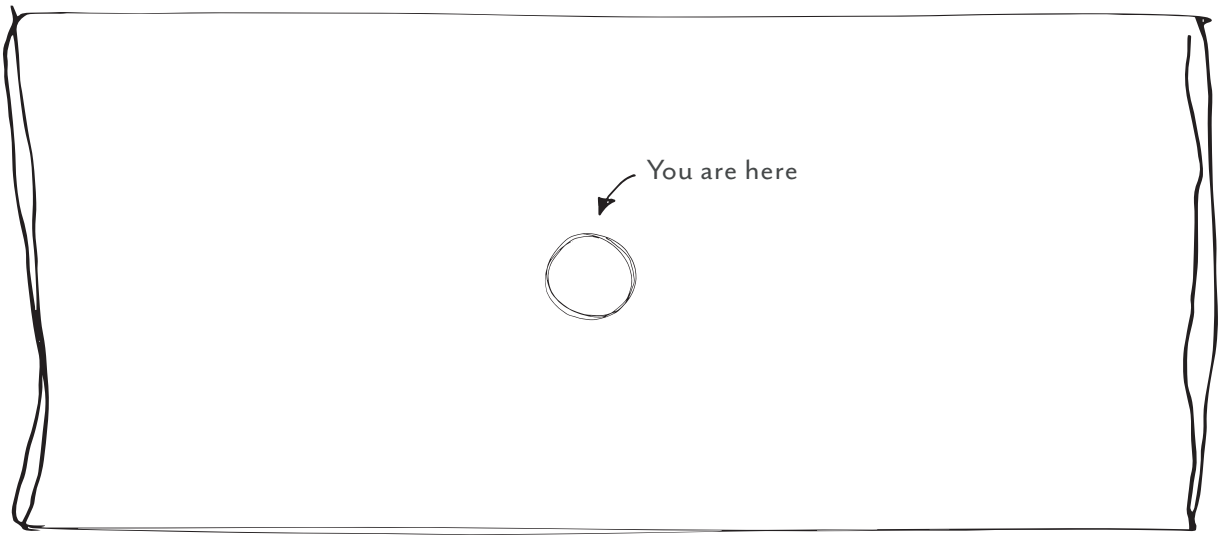
Notes on transformation and after care



3 Movement mission: Movement outline 2nd iteration

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?

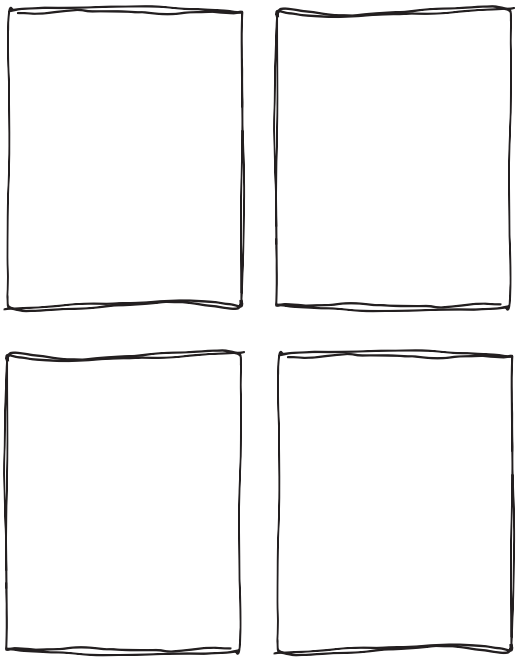
Movement focus

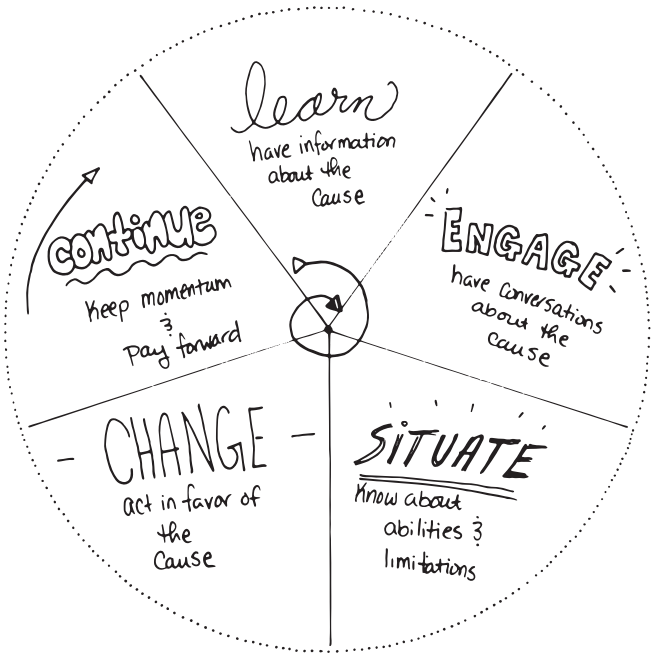
What are you zooming in on, in relation to your mission?

3 Movement mission: audiences & stakeholders

Audiences

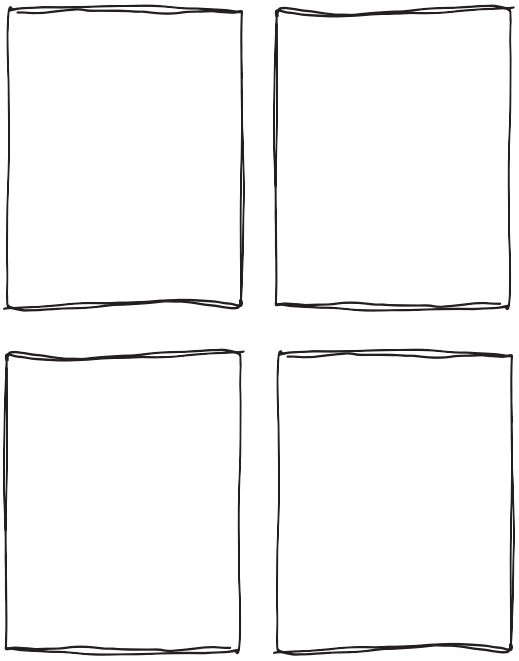
Who are the people you want to reach / include? What do you want them to do?

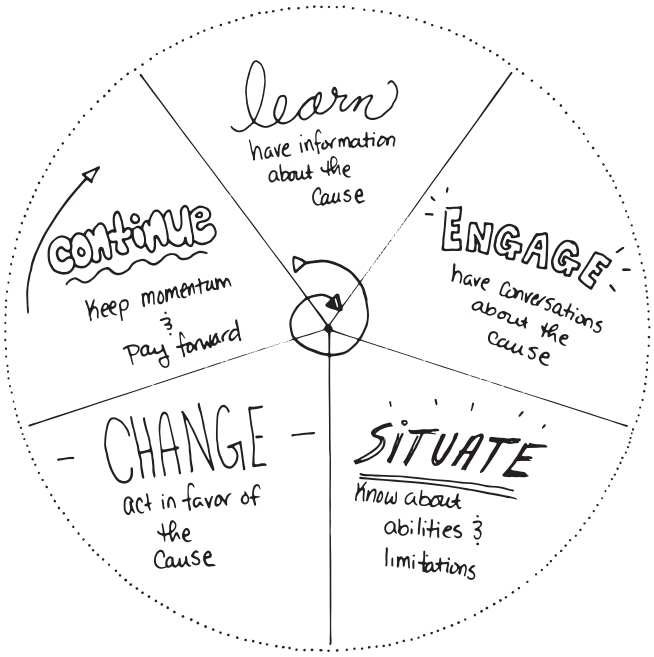




Stakeholders

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





Movement Mission: Strategy

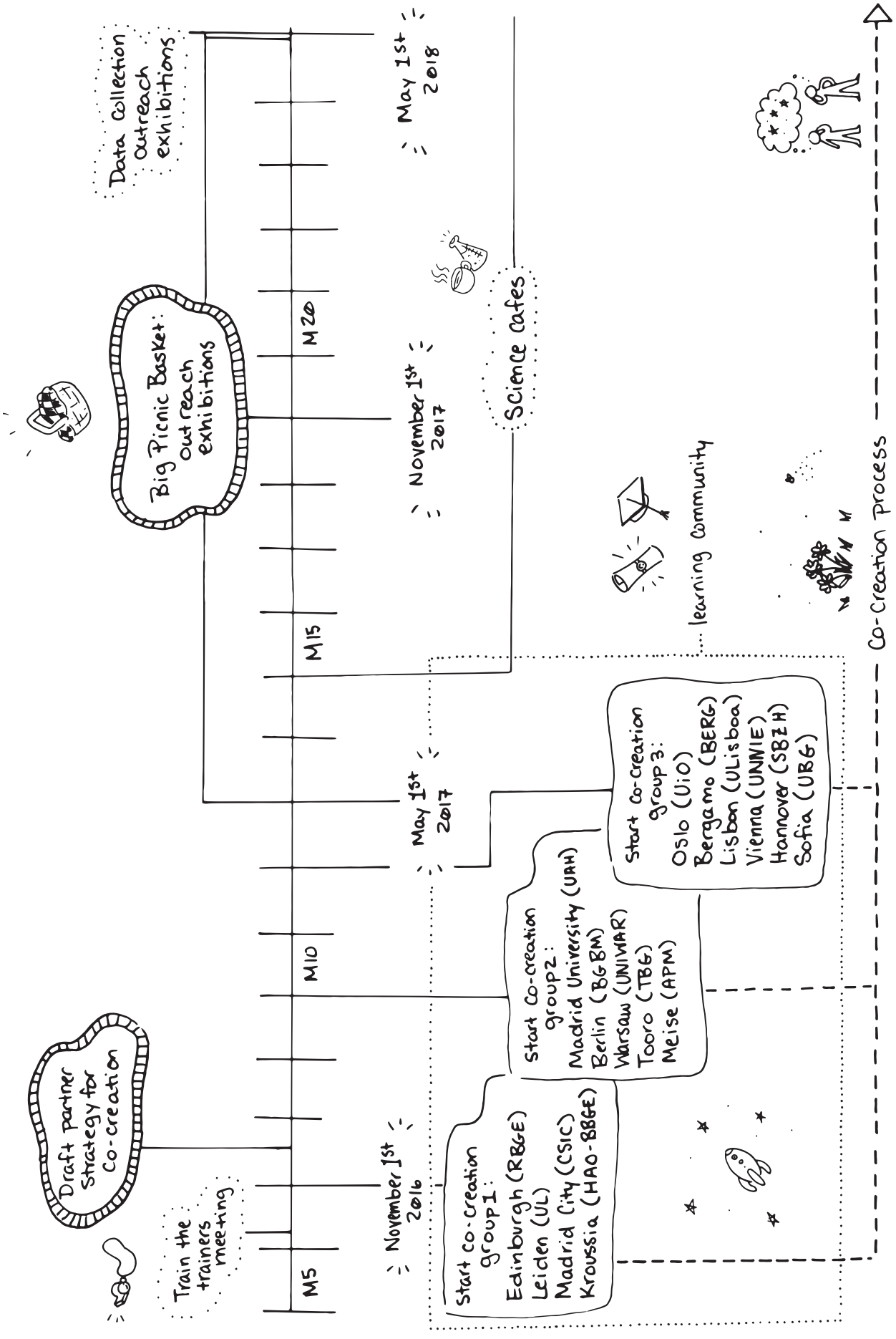
How will you get to your audiences? Who are you including in your effort?

Where are you on the rollercoaster and why?

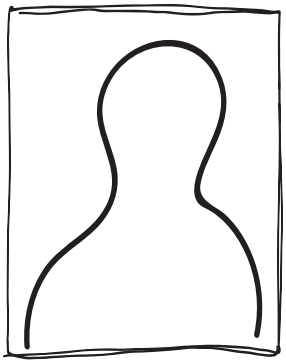
Check out: Roller coaster

DAY 3 : feedback on movement outline & strategy

Timeline


Co-creation process
M5
M10
M15
M20
November 1st 2016
May 1st 2017
November 1st 2017
May 1st 2018
Train the trainers meeting
Draft partner Strategy for Co-creation
Start co-creation group1:
Edinburgh (RBGE)
Leiden (UL)
Madrid City (CSIC)
Kroussia (HAO-BBGE)
Start Co-creation group2:
Madrid University (UAM)
Berlin (BGBM)
Warsaw (UNIWAR)
Tooro (TBG)
Meise (APM)
Start co-creation group3:
Oslo (UiO)
Bergamo (BERG)
Lisbon (ULisboa)
Vienna (UNIVIE)
Hannover (SBZH)
Sofia (UBG)
Big Picnic Basket: outreach exhibitions
Data collection outreach exhibitions
Science cafes
learning community

Expertise in my learning community



What I learned is

What we have in common is

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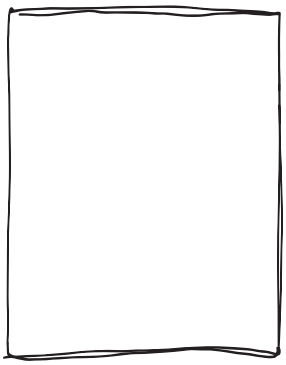
I think we can collaborate on



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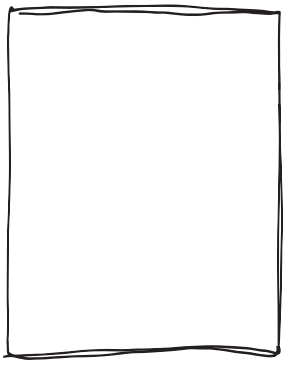

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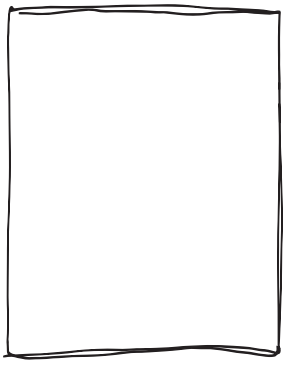

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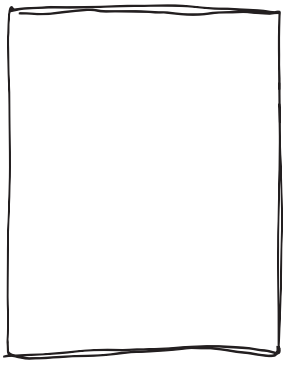

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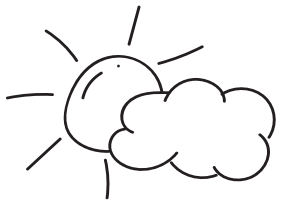
Expertise in my learning community

Most remarkable

Expertise in my learning community



Expertise in my learning community

Secret talent

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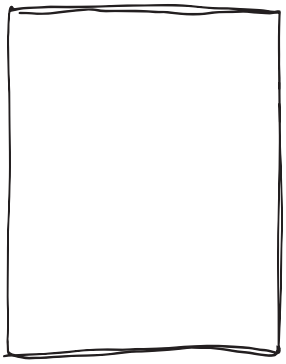
Expertise in my learning community



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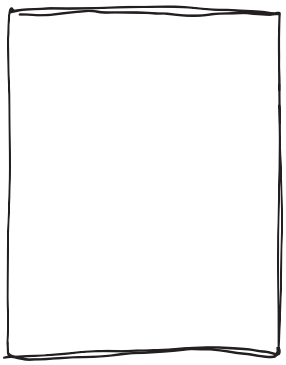

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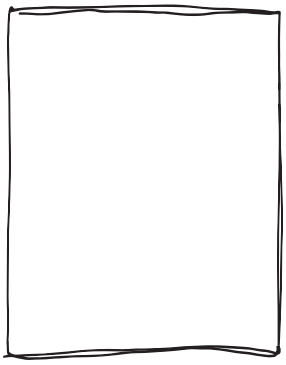

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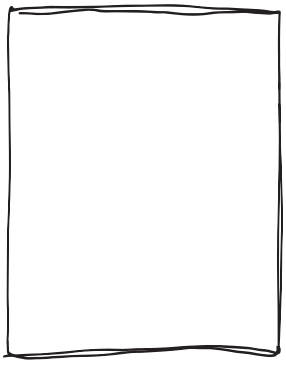

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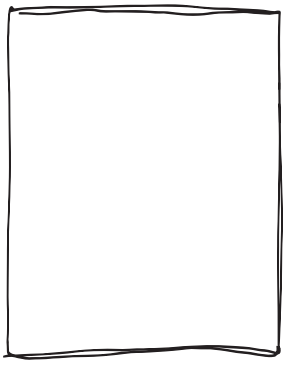

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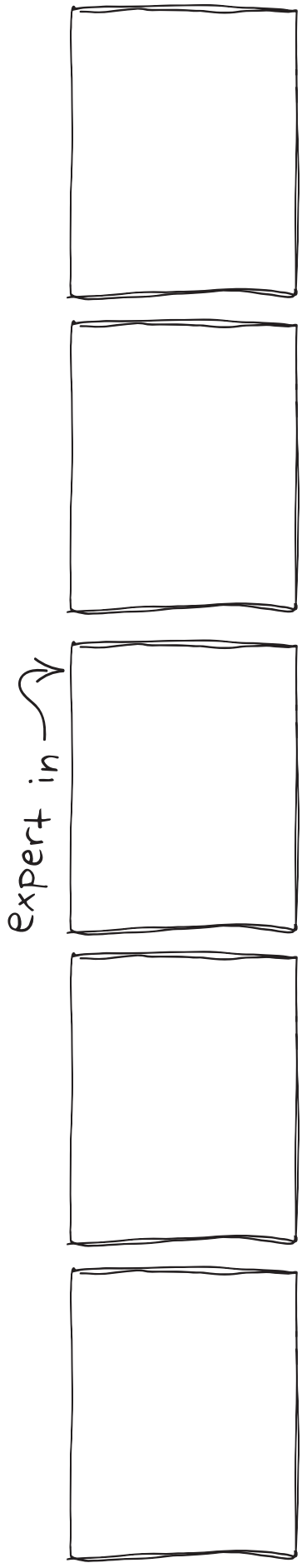

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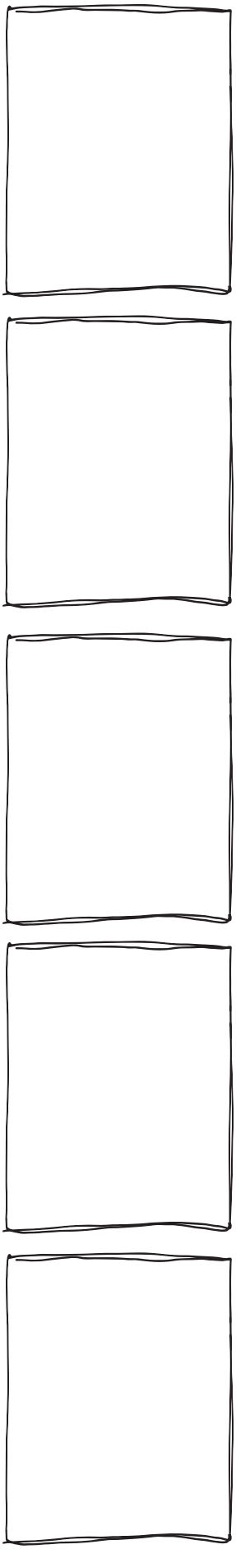

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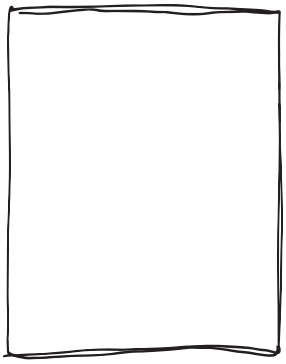

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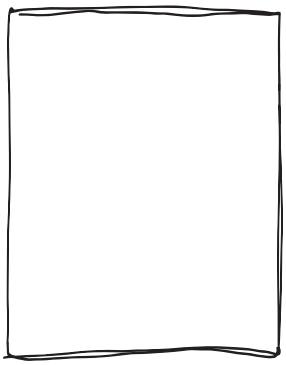

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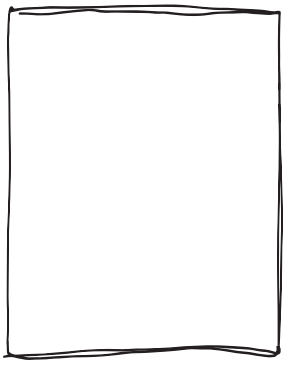

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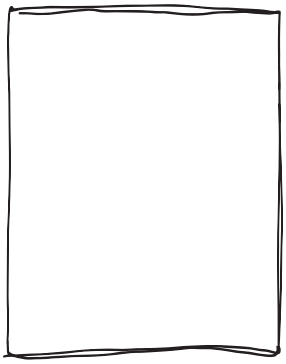

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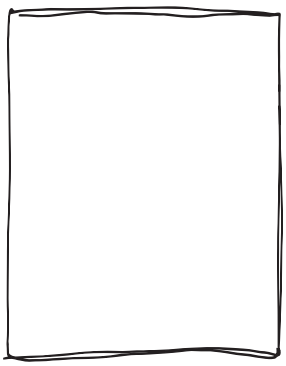

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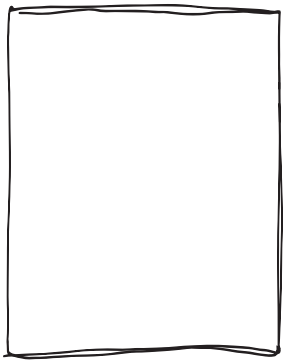

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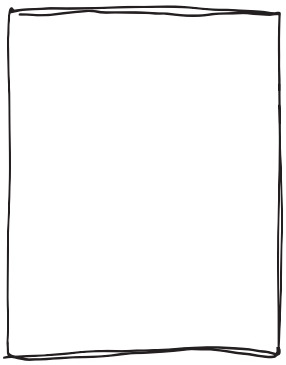

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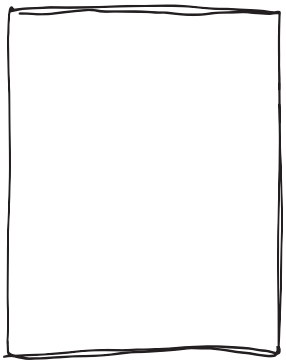

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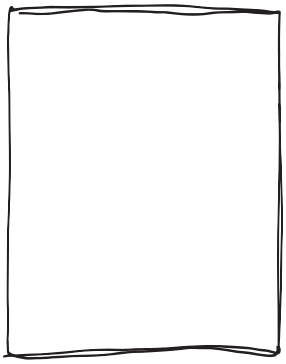

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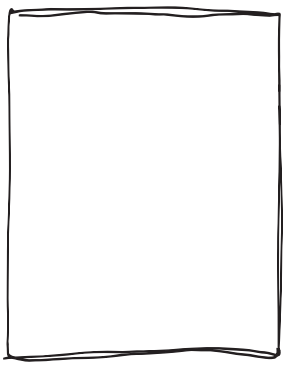

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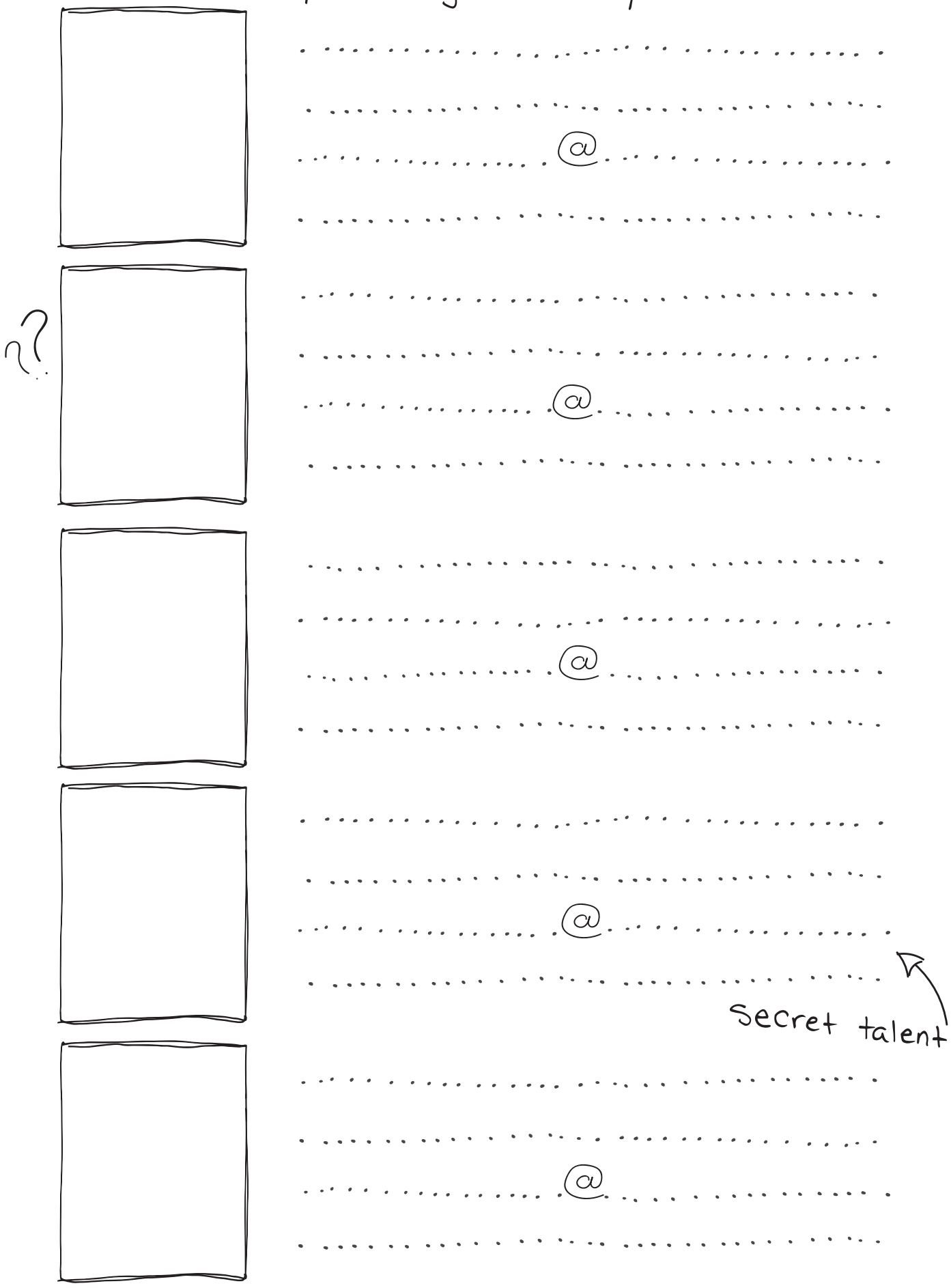

Expertise in my learning community

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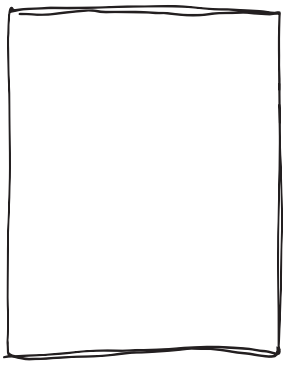

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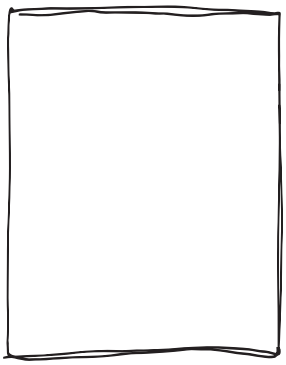

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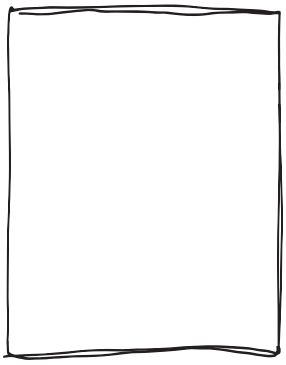

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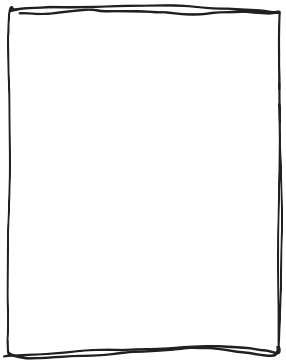

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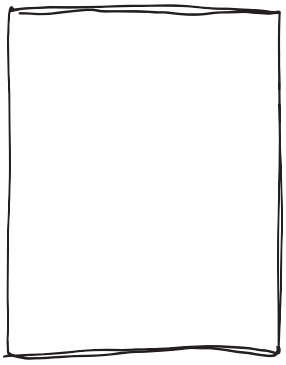

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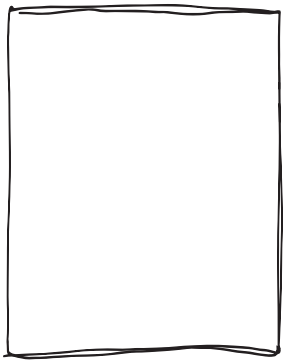

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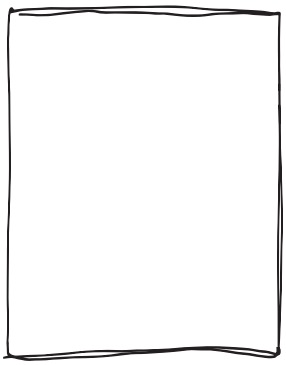

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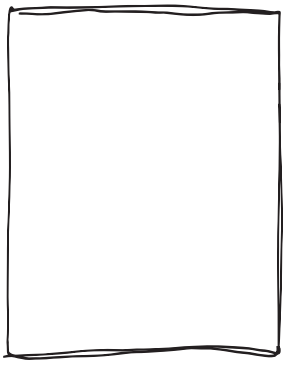

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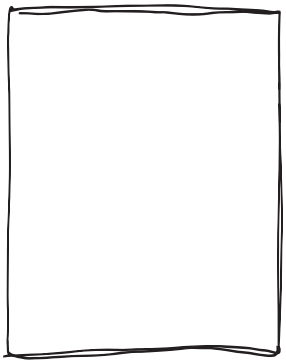

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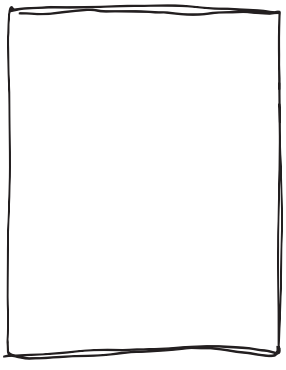
favourite plant



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Big Picnic

Co-creation Manifesto

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

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