
SME AND COLLABORATION ORIENTATION

CO – CREATION WORKSHOP

People of different backgrounds generating ideas together

0. Name of the phase

SME and collaboration orientation

1. Name of the tool

CO – Creation Workshop

2. Duration

20-40 minutes

3. Materials used

- Pens and markers of different colors
- Sheets of paper, minimum size A3, a whiteboard or a flipchart
- Sticky notes

4. What is this tool and what is its purpose and benefit?

A co-creation workshop invites different people linked to the product or a service (or other issues under work) to change their ideas and perspectives on it. A co-creation workshop involves developers and/or designers, the company, and such as customers, users, and experts. The participants usually come from different backgrounds which together with different approaches and interests towards the case provide multi-perspective ideas that help form more holistic solutions for it, whilst involving users and customers in the process and increasing user-orientation of the solution ideas. Involving students from different disciplines in the same development or problem-solving process, or having students roleplay different types of participants can sensitize them to co-creation workshops.

5. Steps how to use this tool in practice

1. Plan the co-creation workshop first. Choose and invite the participants based on the problem to solve. They should be linked to the case and represent different backgrounds. Arrange also the place the workshop will take place and prepare all the materials.
 2. At the workshop, welcome the participants and present the goal of the event. Have people present themselves and open the atmosphere with ice-breaking activities. You can also use different methods to make people relax.
 3. Start ideation using the selected ideation method of methods. Ideation can take place in a bigger group or in smaller groups depending on the size of the whole group and the selected ideation methods which can be, for instance, brainstorming, mind mapping, analogies, sketching, or worst ideas.
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4. When ready, present the results and discuss them together. This can lead to narrowing some ideas or generating new or merging ideas together. You can also select the ideas for further development by voting and discussing them.
5. Bring the results to the next development phase.

6. Tips and hints for using this tool

Co-creation workshops can be used for many different purposes, also for curriculum development, team spirit or solving issues of the class.
