Smart Control of the Climate Resilience in European Coastal Cities

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Co-creation and co-design, including tools and methods

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Work Package 2: Coastal City Living Labs Design, Implementation, and Evaluation

SCORE WEBINAR #2 | 8 February 2023

The importance of co-creation in LLs

✦ A well-conducted co-creation process can go **beyond** the generation of new solutions, and it can lead to reconfigure the system in which it take place.

✦ Co-creation is defined as a multi-level process for **boosting the participation of end users** in the process of innovation.

✦ It's important to put in place a co-creation process using the **right methodology**.

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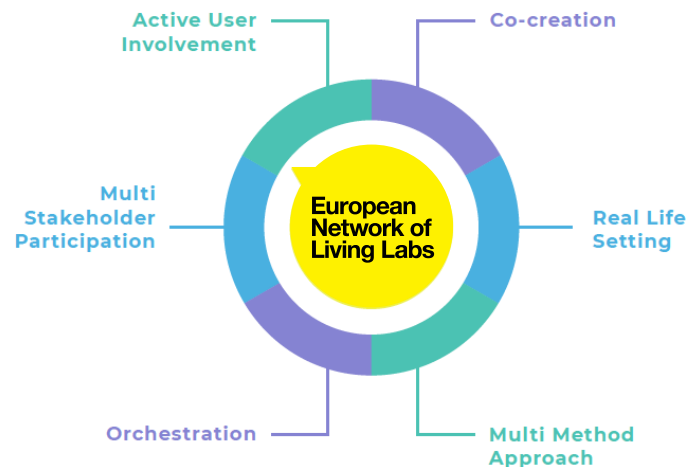
Co-creation and Co-design

Co-design is a specific instance of the broader concept of co-creation and refers to the creativity of designers and people not trained in design working together in the design development process.

> *"In the case of SCORE, co-creation is the outcome of the process where different knowledge, values and expertise evolve to build a consistent and sustainable CCLL"*

> *"In the case of SCORE, the solutions needed to adapt to the climatic hazards each Coastal City is facing will be co-designed through the CCLL "*

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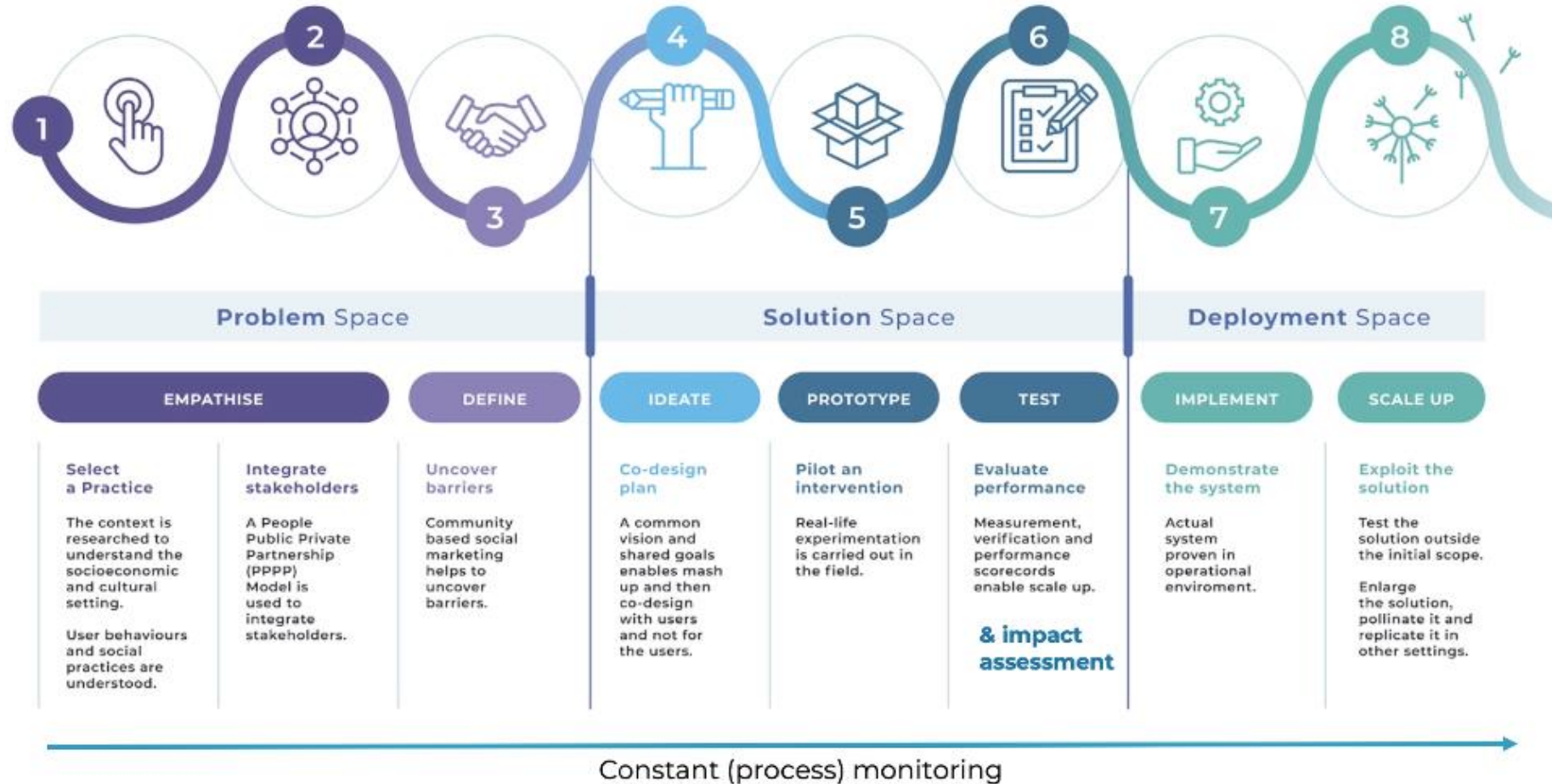Smart Control of the Climate Resilience in European Coastal Cities
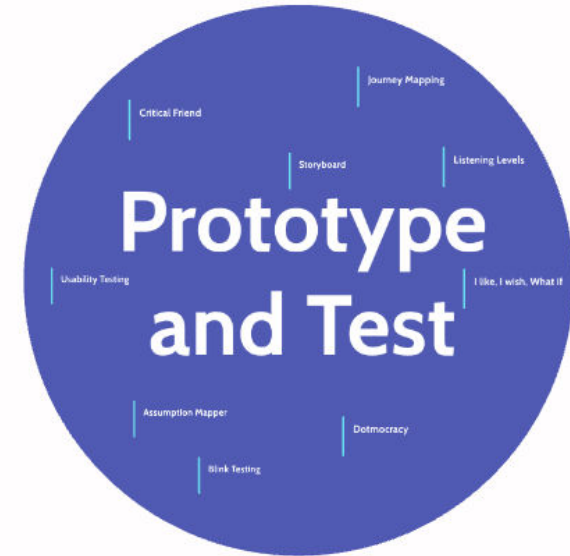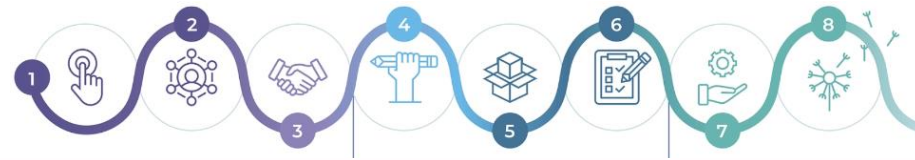
Co-creation tools and methods

Co-creation toolkit *within* SCORE

Problem Space			Solution Space			Deployment Space	
EMPATHISE		**DEFINE**	**IDEATE**	**PROTOTYPE**	**TEST**	**IMPLEMENT**	**SCALE UP**
Select a Practice	Integrate stakeholders	Uncover barriers	Co-design plan	Pilot an intervention	Evaluate performance	Demonstrate the system	Exploit the solution
The context is researched to understand the socioeconomic and cultural setting. User behaviours and social practices are understood.	A People Public Private Partnership (PPPP) Model is used to integrate stakeholders.	Community based social marketing helps to uncover barriers.	A common vision and shared goals enables mash up and then co-design with users and not for the users.	Real-life experimentation is carried out in the field.	Measurement, verification and performance scorecords enable scale up. **& impact assessment**	Actual system proven in operational enviroment.	Test the solution outside the initial scope. Enlarge the solution, pollinate it and replicate it in other settings.

Constant (process) monitoring

Co-creation toolkit *within* SCORE

Co-creation toolkit *within* and *outside* SCORE

Empathize & Define

Ideate and Co-design

Prototype and Test

1 NEED IDENTIFICATION & ANALYSIS

3 STRATEGY DEVELOPMENT

5 FEEDBACK & EVALUATION

2 IDEATION & VISIONING

4 PROTOTYPE & TESTING

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Empathize & Define

Ideate and Co-design

Prototype and Test

| 1 | NEED IDENTIFICATION & ANALYSIS |

To *explore* and *uncover* different **needs**, **views**, **values**, and **goals**

| 2 | IDEATION & VISIONING |

| 3 | STRATEGY DEVELOPMENT |

| 4 | PROTOTYPE & TESTING |

| 5 | FEEDBACK & EVALUATION |

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1 NEED IDENTIFICATION & ANALYSIS

To *explore* and *uncover* different **needs**, **views**, **values**, and **goals**
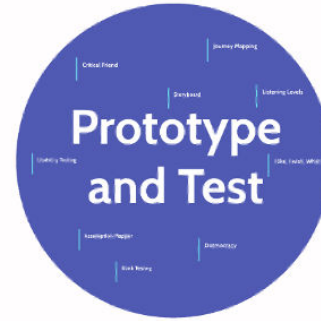
2 IDEATION & VISIONING

To *stimulate* creativity and *shape* innovate **ideas**, **visions** and **solutions**

3 STRATEGY DEVELOPMENT

To *plan* **concrete actions** for the future

4 PROTOTYPE & TESTING

5 FEEDBACK & EVALUATION

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1 NEED IDENTIFICATION & ANALYSIS

2 IDEATION & VISIONING

To *stimulate* creativity and *shape* innovate **ideas**, **visions** and **solutions**

3 STRATEGY DEVELOPMENT

To *plan* **concrete actions** for the future

4 PROTOTYPE & TESTING

To *experiment* with the **developed solutions and** *test* **them in real-life**

5 FEEDBACK & EVALUATION

To *evaluate* **reactions, preferences** or **oppositions** to the developed solutions

How to select your tools

- ✦ Format
- ✦ Facilitation level
- ✦ Target group
  - ✦ Group expertise
  - ✦ Group size
- ✦ Time frame

| CO-CREATION TARGET | TOOL NAME | FORMAT(S) | FACILITATION LEVEL | TARGET GROUP | | TIME FRAME |
				Group Expertise	Group Size	
Need Identification & Analysis	Activities Canvas	Template			All	1-2h
	Importance/Influence Matrix	Template			1-15 people	1h
	Mental mapping	Method			1-15 people	<1 hour
	Participatory Mapping	Method			All	<1 hour
	People shadowing	Template			1-10 people	1-3 days
	Persona	Template			All	<1 hour
	Practical Canvas	Template			1-10 people	1-2h
	Stakeholder Journey	Template			1-15 people	2h
	Strategic Canvas	Template			1-10 people	1-2h
	SWOT Analysis (Spatial)	Template			All	1h
	Transect Walk	Method			All	1-3 days
	User personas	Template			1-10 people	1h
	Value proposition canvas	Template			5-10 people	1h
Ideation & Visioning	Brainstorming	Workshop			1-20 people	1-2h
	Brainwriting	Workshop			1-10 people	1h
	Carousel technique	Workshop			1-20 people	1-2h
	Co-co Toolkit	Workshop			1-5 people	1.5-2h
	Collage	Workshop			1-5 people	2-3h
	Community Canvas	Template			5-10 people	1.5-2h
	Fishbone (Ishikawa) diagram	Method			All	1-2h
	Focus group	Method			All	1-2h
	Idea Dashboard	Template			1-15 people	<1h
	Lego Serious Play	Game, Method			1-5 people	<1h
	Metaplan	Workshop			5-10 people	1h
	Reference Project	Method			All	1-3 days
	Rolestorming	Workshop			1-10 people	1h
	Round Table	Method			All	1-2h
	The 5Whys	Workshop			10-15 people	1.5-2h
	The 6 Thinking Hats	Workshop			5-10 people	1.5-2h
	Vision Development	Workshop			>20 people	1-3 days
	Walt Disney Method	Method			1-20 people	1.5-2h
	World café	Method			All	1-2h
Strategy Development	5 bold steps	Template			5-10 people	1.5-2h
	Participatory Backcasting	Method			5-10 people	1-2h
	Roadmapping	Workshop			>20 people	1-3 days
	Scenario Planning	Method			5-10 people	1-2h
	SOAR Analysis	Template			5-10 people	1-3 days
Prototype & Testing	Assumption Mapper	Template			1-5 people	1h
	Blink Testing	Method, ICT			1-15 people	<1h
	Journey Mapping	Template			All	1-3 days
	Storyboard	Workshop			5-10 people	1.5-2h
	Usability Testing	Method			1-20 people	2-3h
Feedback & Evaluation	Critical Friend	Method			1-10 people	1h
	Dotmocracy	Method			All	<1h
	I like, I wish, What if	Method, ICT			All	<1h
	Listening Levels	Method			1-10 people	<1h

Beginner	
Low	
Medium	
Advanced	

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How to select your tools

Case: Situation Analysis for project X (early stage)

- ✦ Format — Template
- ✦ Facilitation level — Low
- ✦ Target group
  - ✦ Group expertise — Low
  - ✦ Group size — ???
- ✦ Time frame

CO-CREATION TARGET	TOOL NAME	FORMAT(S)	FACILITATION LEVEL	TARGET GROUP		TIME FRAME
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Beginner
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SWOT Analysis

Internal

External

Strengths 💪
What do you do well? What unique resources do you have?
What do others compliment or praise?

Weaknesses? 📝
Where is there room for improvement? What resources do you lack?
What critiques do you receive?

Opportunities 🌸
What opportunities do you have? What trends can you take advantage of?
How can your strengths be used?

Threats 🔥
What potential threats do you face? What changes in your industry are troublesome?
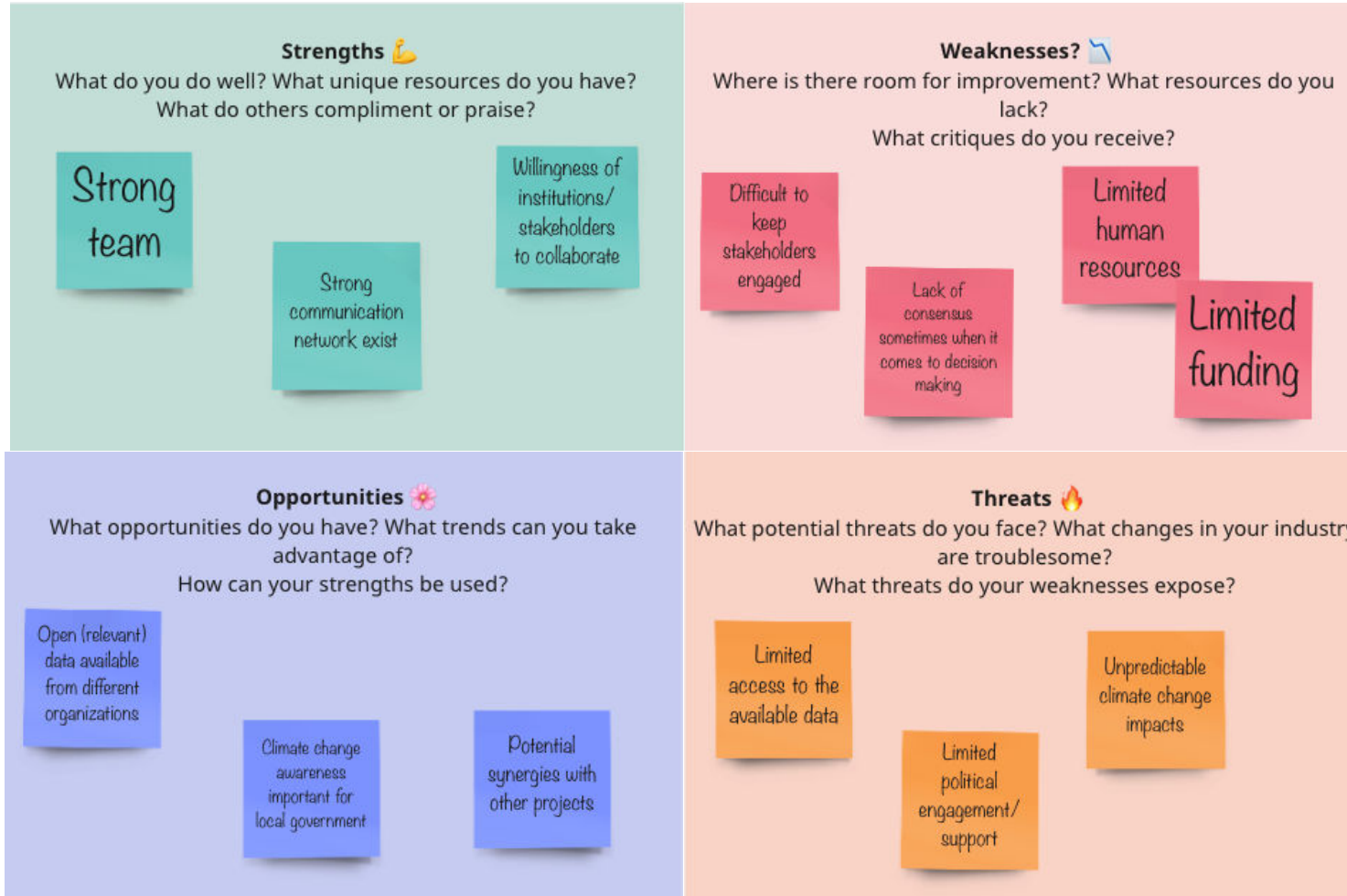What threats do your weaknesses expose?

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SWOT Analysis

Focus: Future development of project X (related to climate change)

Internal

Strengths 💪
What do you do well? What unique resources do you have? What do others compliment or praise?

- Strong team
- Strong communication network exist
- Willingness of institutions/ stakeholders to collaborate

Weaknesses? 📝
Where is there room for improvement? What resources do you lack?
What critiques do you receive?

- Difficult to keep stakeholders engaged
- Lack of consensus sometimes when it comes to decision making
- Limited human resources
- Limited funding

External

Opportunities 🌸
What opportunities do you have? What trends can you take advantage of?
How can your strengths be used?

- Open (relevant) data available from different organizations
- Climate change awareness important for local government
- Potential synergies with other projects

Threats 🔥
What potential threats do you face? What changes in your industry are troublesome?
What threats do your weaknesses expose?

- Limited access to the available data
- Limited political engagement/ support
- Unpredictable climate change impacts

Important notes

✦ *Selection of stakeholders* to be engaged is very important.

✦ [Stakeholder Journey](#)

✦ [Power/Interest Matrix](#)

✦ Each tool can be done as a *stand-alone exercise* but also as *part of a long multi-step process*

✦ The guide is *supportive* to your co-creation journey

Find out more for SCORE's co-creative activities here

Thank you!

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- February 2023

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