WHAT IS CO-CREATION?

CO-CREATION IS RELATED TO THREE FUNDAMENTAL CONCEPTS:

- Creativity
- Collaboration
- Innovation

CREATIVITY

Creativity is the act of creating something. It is a form of intelligence, an ability to produce original ideas and amazing solutions.

INNOVATION

Innovation is the implementation of new ideas in a system (group, organization, area) to transform it. It requires openness and a desire to experiment. It is a means to achieve strategic objectives and to create added value.

CO-CREATION

Co-creation is the collaborative practice of developing an initiative. It is a way to empower stakeholders individually and collectively to create innovative solutions to targeted issues, while creating opportunities for synergy between different groups or teams that sometimes work in silos.

COLLABORATION

Collaboration is a process where two or more people or organizations come together to work on a project with common goals. Collaborative work is done through a combination of individual contributions, with continuous adjustments. In a collaborative structure, relationships between people are horizontal, and responsibility for results is shared among all stakeholders.
CO-CREATION WORKSHOP: BASIC PRINCIPLES

A co-creation workshop is designed as a space for dialogue that provides a structured framework for creativity and collective decision-making.

A co-creation workshop:
- can last two hours or even two days;
- is based on participation, experimentation and continuous learning;
- has participants who are co-creators and even facilitators of activities;
- focuses on the participants and their needs.

The basic principles of a co-creation workshop are:
- collective intelligence (combination of a diversity of realities and points of view);
- empathy and non-judgment (creation of a safe space);
- collaboration (building on the suggestions of others, versus being in competition);
- equal speaking time (paying attention to weaker and dissenting voices);
- innovation (allowing yourself to think outside the box);
- experimentation and continuous learning (from successes and failures!);
- dialogue and listening.

The purpose of these spaces is to co-construct projects and knowledge in a participatory way, allowing a solid common base for long-term collaboration to be developed. In this regard, co-creation workshops have an engagement effect.

SOURCES
Amplify: www.oxfam.qc.ca/projet/quebec/amplify/
André Fortin et Franck Louesdon (in French): www.guidecocreation.com