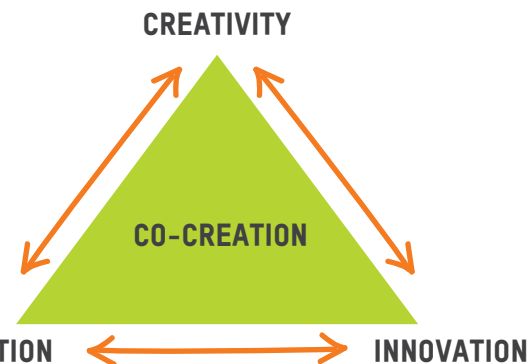
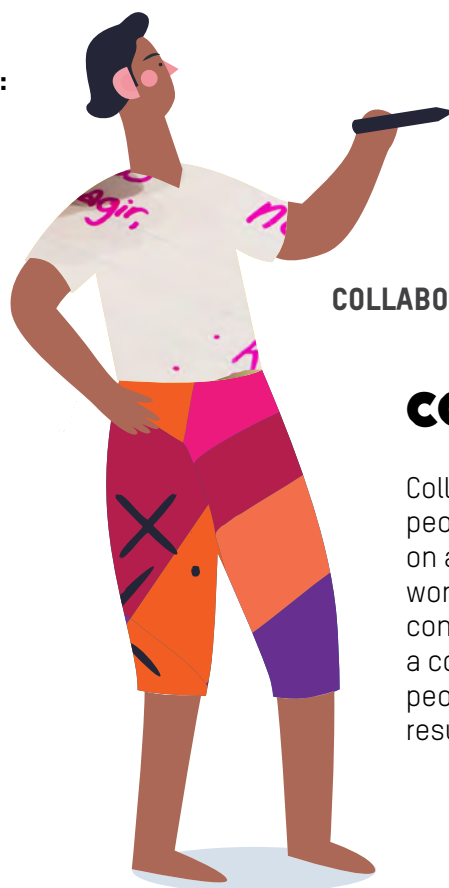




WHAT IS CO-CREATION?

**CO-CREATION IS RELATED TO
THREE FUNDAMENTAL CONCEPTS:**

- Creativity
- Collaboration
- Innovation



Source: Fortin & Louesdon

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.

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

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.





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.



Photo credit: Dimitri Rousseau/Oxfam-Québec

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

