GUIDE ON CO-CREATION

Executive Summary

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TeRRIFICA project

TeRRIFICA
Territorial RRI Fostering
Innovative Climate Action

FIRST WORDS

Introduction

Multi-stakeholder engagement processes and co-creation activities have major advantages: they produce results that are truly adapted to the reality of concerned people and thus allow more sustainable changes.

Involving stakeholders to develop innovative climate mitigation and adaptation actions is even more relevant as climate change is obviously global, but also highly contextualized, local and often requires changes in the society.

However, co-creation between various stakeholders is not an easy path. The literature already identifies many barriers to advanced multi-stakeholder collaboration (Sciences Citoyennes, Storup 2013). And addressing the topic of climate change may also add to the complexity – for example, the belief that climate change may seem too big to get involved.

Thus, TeRRIFICA focuses on involving stakeholders via their own experience with climate change effects as an approach to break down the complex topic.

Stakeholder engagement

Stakeholder engagement means "any process that involves stakeholders in some form of collaborative effort directed towards a decision, which might involve future planning and/or behaviour change." (GARDNER et al. 2018)

Co-creation

Our vision of co-creation: In the context of a research, a project, an activity, a policy making process, co-creation is a process in which all stakeholders share the same level of decision-power from the beginning of the process, at every steps and until the end. (Arnstein, 1969)

OVERCOMING CONFLICTS

Challenges

Some conflicts may occur in regions on climate change policy-making because of the tension between the general interest and economic inter est - "Money vs Environment"

Different visions on how to tackle climate change are also a reason for local conflicts

Climatosceptism plays its part in conflicts

Conflicts within public administrations or between public authorities' levels may hinder co-creative climate action

Lack of CSOs and citizens may lead to open conflict

Recommandations

Assessing climate policies' impacts

Using existing data or assessing impacts of policies may help reduce divergences between administrations and politicians.

Integrating more systematically climate change in policy-making

If the topic climate change and all related issues become an integrative part of planning and decision making processes even in the municipal councils this can help to reduce conflicts in policy making processes.

Implementing climate policies with tangible funding

According to stakeholders from some regions, climate change is already well integrated in policies – they are plans and strategies to tackle the issue. The problem rather lies at the stage of implementing concrete actions. This seems to be the case in Barcelona and French pilot regions.
To avoid conflicts between local and central authorities, bringing financial support is key.

And a must: engaging CSOs and citizens and co-creating...

ENGAGING STAKEHOLDERS

Challenges

It may be difficult to communicate on climate change

How to convince citizens and other stakeholders to participate?

Recommandations

Using existing networks

Respondents highlighted the existence of a relational density that could lead to the existence of a network of various entities, working all of them in a "related" way in the field of climate change. We cannot know the type of relationship that is established (collaboration or competition, hierarchical or horizontal, dominant or balanced), but there is a potential ecosystem of actors linked to climate change.

Including citizens inputs & results of participation

One key difficulty identified to co-create with citizens was that citizens would not feel their "participation" would have any influence. Thus, it seems that a key for a co-creation process is to ensure – and say it clearly – that citizens' and other stakeholders' inputs will be systematically and transparently taken into account and their participation will have an impact.

Involving all stakeholders from the start

It is very important to identify all the stakeholders, and to think outside the box when including and inviting stakeholders.

Challenges

There are a number of technical difficulties: lack of time or finance, increased number of solicitations..

How to engage new or unconvinced stakeholders?

Designing different and attractive participatory formats

Use of diverse communication formats (i.e. verbal communication including word-of-mouth communication, telephone calls, meetings and workshops, printed leaflets and posters, e-communication including e-mail, social media, blogs, internet forum, other).

Adapting the structure to stakeholders constraints

Besides the "classical" workshops with fixed time slots, it is recommendable to include more flexible intervention points to get in touch or to support engagement of stakeholders. One important consideration is to also meet people where they are anyway instead of asking them to come to a certain place, which costs much more time. This can be understood as "visiting participation" formats.

Directly inviting people

Often people do not feel addressed by general invitations to workshops or events. A good practice in this context is to directly invite specific target groups to respective events (for example via personalized e-mails). In this way, it is also possible to specifically point out their personal benefit.

CO-CREATING WITH MULTIPLE ACTORS

Challenges

Working together with different languages, values, objectives and interests

Lack of co-creation culture

Development of a joint vision as a starting point & finding common objectives

It is important that all persons involved in the policy making processes jointly develop and agree on a vision, so that everyone truly believes that work goes hand in hand and into the same direction.

Trust and value sharing

There seems to be an emphasis on interpersonal relationships and especially on developing trust with co-creation partners; and also sharing – to some extend – some values. However, building trustful relationships takes time.

Identification of specific stakeholders' interests

If a stakeholder is approached through a specific issue of his interest, addressed with language that is understandable for them, it is much more likely that he would get involved and support the project, rather if he is asked to work just for the greater good or public interest.

Challenge

Resistance to change

Challenge

The challenge of not reproducing hierarchies between stakeholders

Respect for everyone's importance and knowledge, equal inclusion of stakeholders

We have to define roles of all stakeholders, so they feel comfortable in their role, and that they can fully contribute their knowledge, experience and position. It is also important that they perceive their role as beneficial and that their involvement makes a difference.

Avoiding conflicts

Sometimes, a facilitator who is outside the project community may help to avoid open conflicts by raising the issues before they become too problematic, or by being the person to talk to about issues, truly find the reason of the conflict and reflect on potential solutions. The facilitator may listen to all stakeholders participating in the project during individual interviews, but also through participating to collective times and detect discrete signals that an issue may raise.

Guaranteeing reflexivity and a long term perspective

A facilitator, and/or an external committee allow the co-creation team to reflect on their activities in a feedback loop process. Thus, reflexivity may increase the quality of the collaboration and the co-creation process but also help stakeholders keeping in mind the bigger perspective.

Moderating and being a "driving force"

It is important to ensure to have a highly qualified moderation for co-creation processes that is able to keep all participants on the track and to motivate and inspire them.

Ensuring co-creation

The facilitator, thanks to its outsider position, may check that there are opportunities for all to participate in the process and to share the decision-power all along the project. For instance, it may include ensuring that the final results of the co-creation R&I process will end up with effective knowledge or results for the researchers and the communities. All along the project, the facilitator may ensure the balance between scientific and societal needs. Stakeholders have different interests, constraints, habits, cultures, and most of the time, languages. If the facilitator is comfortable in various communities, such as the research communities and the CSO communities, he may facilitate the communication and ensure a common understanding.

METHODOLOGIES

Crowd-mapping (geo-questionnaire)

Geo-questionnaire is mostly considered as an online questionnaire coupled with an interactive map facilitating collection of answers together with their spatial references.

Lego

(Opener - warming up the participants) A team-building activity in which groups must work together to build a structure out of Lego bricks, but each individual has a secret "assignment" which makes the collaborative process more challenging.

Workshop "Stories and History"

It is a methodology to invite participants to share anecdotes from their life stories and what they believe to be the major points of the general history on one particular topic.

Joint poster

(Opener - method for starting a workshop and warming up the participants) Small groups of 4 to 5 people find together and create a poster highlighting the commonalities and individualities on private and professional level.

Scenario Workshop

A scenario workshop enables the exchange of knowledge, opinions, wishes, doubts, criticisms and suggestions on a particular problem among different actors, and defining and distributing very first steps to implement.

World café

The world café is a method to enter a topic and works well in larger groups. It aims at gathering the collective knowledge. This method can be applied for different goals, such as getting to know each other, but also to exchange views, or to collect solutions.

Future Scenario

(Phase of ideation) The future scenario technique works well to pick up specific challenges or topics to address and to work on first suggestions for solutions and on concrete measures in a much shorter time frame.

Avatar

(Phase of designing concrete ideas) Personas are the descriptions of archetypal users or stakeholders. Each persona description is based on a fictitious character whose profile represents the characteristics of an existing social group.

Prototyping

It is meant for generating ideas for very concrete tools, materials and activities. The most promising idea is built as a prototype - either a model, a theatre scene or even an interactive game or other form to make the idea tangible and easy to understand.

Co-making

Co-making means co-creation in hands on approach. This approach comes from the maker movement. By making together, by creating changes in physical reality we can deal with almost any issue that needs to be addressed.

CBPR*

"a partnership approach to research that equitably involves community members, organizational representatives, researchers, and others in all aspects of the research process".

Source: https://en.wikipedia.org/wiki/Community-based_participatory_research
- *Community Based Participatory Research*

Co-research

This approach democratizes the process for all people involved. It is similar to participatory action research but it does not have to include action itself, it can be used only for situation analysis and only in next steps actions can be implemented.

Service Learning

Service-learning engages students in active, relevant and collaborative learning and is characterized by its equal focus on both the service being provided and the learning that is occurring.

To know more about TeRRIFICA:

- TeRRIFICA website: www.terrifica.eu

- For general questions or requests, please contact our project coordinator: Norbert Steinhaus, Science Shop Bonn, norbert.steinhaus@wilabonn.de

- For questions or requests regarding one specific pilot region, please contact the pilot region teams: https://terrifica.eu/pilot-region/

Who is behind TeRRIFICA:

TeRRIFICA

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