

Co-creation for researchers and engineers

This poster is part of a toolbox to support researchers and engineers who would like to engage with citizens and societal stakeholders as a source of creative thinking. By offering this six-step approach, we hope to inspire them to co-create social and ethical values in new settings, with new topics and with innovative outcomes. On the website GoNano-project.eu you can download this poster, a powerpoint presentation, a brochure and other material to support your co-creation workshop.

Enabling co-creation: terms of engagement

The following criteria should be taken into account when designing a co-creation event:

- The purpose of the initiative should be made clear to all participants
- Defining what is at stake is key
- Discussions should be specific enough to affect the decisions of actors
- The process of what happens with the input should be transparent
- Get the ground rules for discussion in place

Define your goal

Answer the following questions:

- What is your motivation and expectation of the co-creation process?
- What is the problem you want to solve?
- Why do you want to engage stakeholders in your research?
- What do you expect to get out of it?

 Prepare a 60-second pitch about your research topic. Describe your research in lay words to a non-expert audience. Try to avoid technical words.

 Pitch with different stakeholders in mind. Experience how it changes the language and focus.

Identify the stakeholder

- Identify your stakeholders (customers, private actors, knowledge institutes, NGOs) and their motivation
- Identify shared goal(s) that drives collaboration between the stakeholders

 Draft your ideal participant list. Start by making a list of key stakeholders to achieve your goal or solve your problem.

 When inviting citizens, to give them a voice, they should be facilitated to have a genuine influence on something that is important to them.

Share the results

Make a communication, dissemination and exploitation plan

- It is essential to keep your collaborators engaged, to invite others to join the co-creation process and to share the process and its outcomes with wider audiences.
- Think about the target groups you're trying to reach; through which channels you can reach them and how you can interest them in the project and its results.
- Use different channels to share your results.
- Collect images, quotes and insights in each co-creation phase and share and communicate results continuously throughout the process.

 When sharing your results always comply with the General Data Protection Regulation (GDPR).

Evaluate and reflect on the process

Prepare an evaluation moment for yourself

Did you achieve your goal? Were you able to co-create solutions to the problems that you identified? Do the results match your initial assumptions? What went well? What could have been better? Analyse all successes and failures.

Prepare an evaluation moment for your participants

Did their experiences match their expectations (process, content)? What have they learned? Do they want to stay informed?

 GoNano used an online questionnaire and conducted follow-up interviews

Involving societal stakeholders as a source of creativity in research

Start planning

Design your strategic canvas

- Stakeholder
- Results
- Ethical, legal and social issues
- Milestones
- Critical success factors
- Risks and contingencies

Design your practical canvas

- Team
- Resources
- Venue
- Tools for co-creation
- Time schedule

 Download templates from the GoNano website

Organize your co-creation event

Get familiar with the co-creation steps

- **Exploration:** Participants get to know each other and share their wishes, needs and values. The key is to together understand the problem and open up and empathize with the problem.
- **Ideation:** Imagine and co-create responses to these wishes, needs and values, building on the varied expertise around the table.
- **Prototyping:** Generate an action plan that visualizes in discrete steps how the wishes, needs and values will be integrated in product suggestions.
- **Reflection:** Consider broader reflective questions about the feasibility of the action plan and the overall outcomes.

 Select and prepare tools to support these steps.

GoNano is an EU-project that enables co-creation between citizens, researchers, industry, civil society organisations, and policy makers across Europe, with an aim to align future nanotechnologies with societal needs and concerns. Sharing their experiences with future generations of researchers and engineers and encouraging them to adopt a socially oriented approach to their research is crucial to achieving this goal.



www.gonano-project.eu



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