

# CHANGE THROUGH CO-CREATION

Examples from the sustainable heat transition

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# Co-creation: main concepts

1. Co-creation starts from a different place than **'decide-announce-defend'**.
2. Citizens and professionals **sharing power and responsibility** to work together in equal, reciprocal, and caring relationships.
3. Voorberg et al. (2014) see it as necessary that **citizens are present** at co-creation.
4. Citizens as **co-initiators, co-designers or co-producers** of public services.

# Six co-creation pilots SHIFFT project (2019-2022)

Mechelen



Norwich



Hauts-de-France



Bruges



Fourmies



Middelburg



# Understanding the needs of people as citizens or end-users

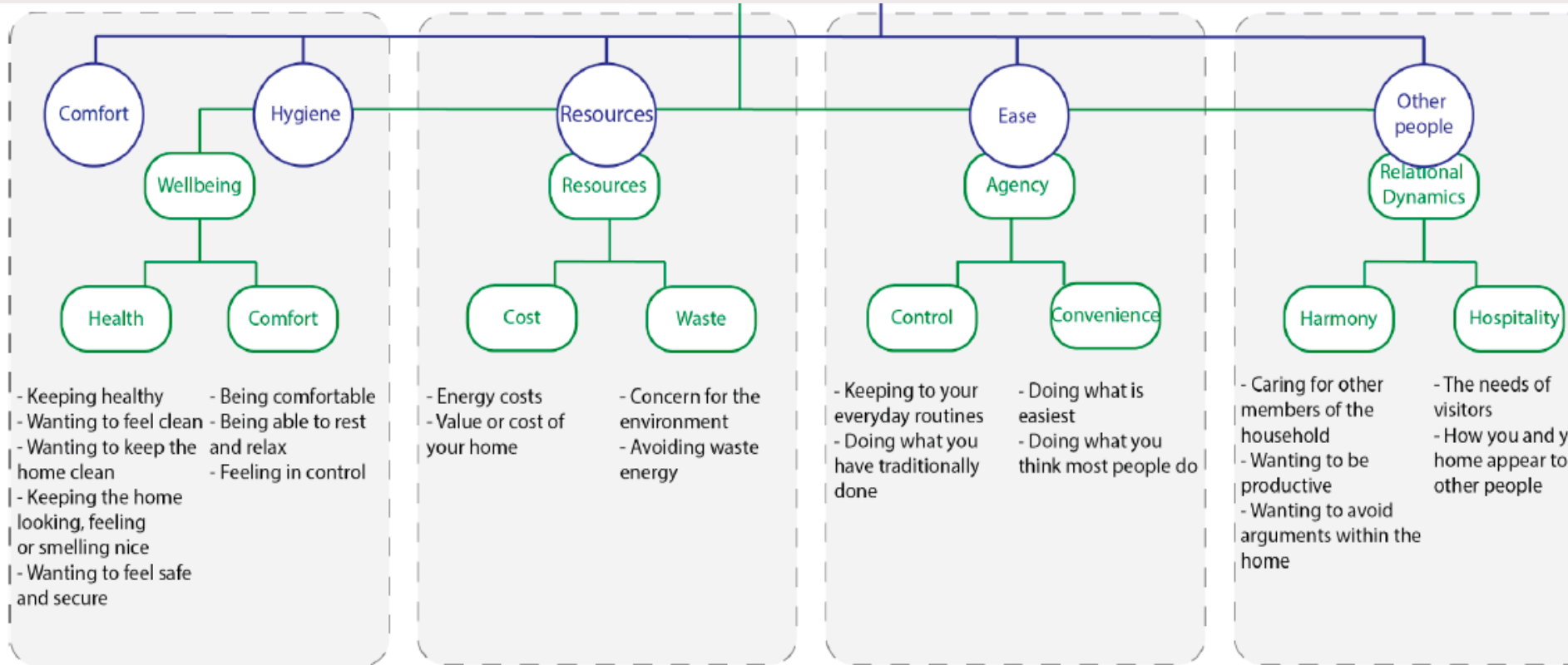


Fig. 2. Needs identified by the qualitative and quantitative studies.

# Clarifying expectations toward the government, the municipality or the housing association

I am sorry but will have to give my apologies for not being able to attend the SHIFFT co-creation meeting on [REDACTED].

But I do wish you a successful outcome.

At present I am rather dismayed and also angry at recent developments and ongoing issues at [REDACTED] where I am a resident, and although I realise we are all facing a difficult time right now, I worry that these issues will continue on into the future.

Perhaps we will receive some feedback, which could be useful to those who are unable to attend.

Yours

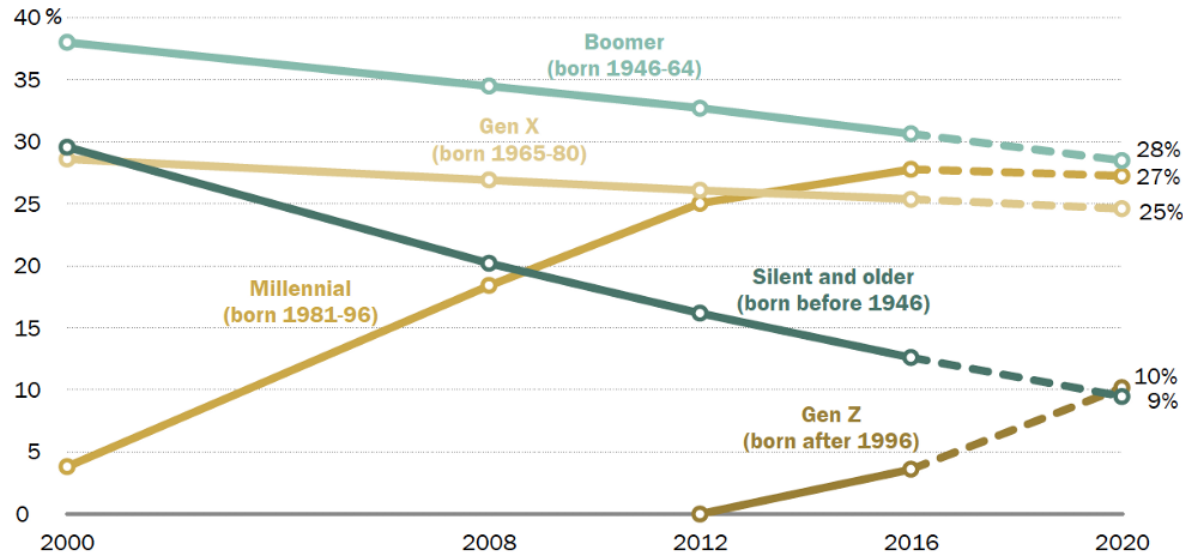
“What the reactions have taught us is that we should have told the broad story of heat transition much earlier.”

"You can calculate it all theoretically, but that does not mean that it will happen in reality. And what fair is, is different for everyone".

# Inclusiveness

## In 2020, one-in-ten eligible voters will be members of Generation Z

% of eligible voters by generation



Note: Eligible voters are U.S. citizens ages 18 and older.

Source: Data from 2000 to 2016 from Pew Research Center analysis of 2000 decennial census and 2008, 2012 and 2016 American Community Survey (IPUMS). Data for 2020 from Pew Research Center projections of the electorate based on U.S. Census Bureau 2017 population projections.

# Activating the 'unusual' suspects

- A small percentage of people is always motivated, and always opposing, both groups often are initially less than 10% each.
- The vast majority - 60% - 65% - falls into a category called "silent middle group".
- It is what that middle group does that leads to most or least controversy.
- For them, the threshold to participate must be low or the benefits high. They are very calculative.
- The 'silent middle group' often does not have a conclusive opinion.
- Well-founded and nuanced arguments are important to them.
- So are the pros and cons of a proposed option, and the evidence of effects.



# Citizen's ownership of the process and outcome

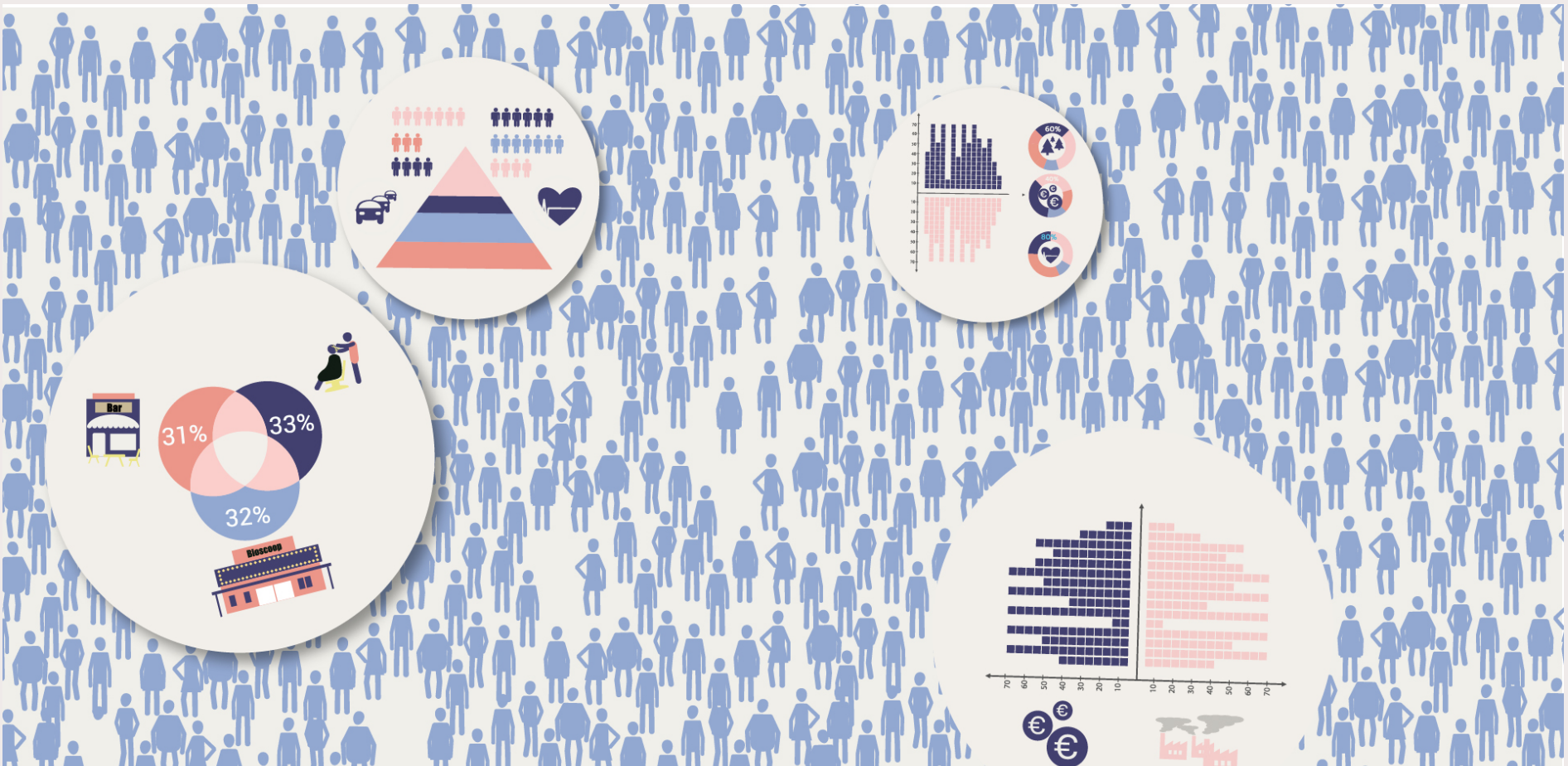




# Commonly defining what needs to be done in a community can tackle multiple problems



# Better data, better interpretation, better results



# Stay in touch

- <https://shifftproject.eu/>
- <https://www.linkedin.com/company/shifft-project/>

# Break-out session

- Question one: What is your experience with digital co-creation?
- Question two: What works well already?
- Question three: What needs to be improved?

Please decide on someone who can summarize the discussion to the big group