**Class 3 – How is a co-creation session conducted?**

(Video transcription)

In the previous class we looked at how to prepare and systematise the outcomes of the co-creation sessions.

In this class we will focus on the tools that the facilitating team can use to CONDUCT the sessions.

In addition to operational management, the role of the facilitating team is to create trust in a collaborative work environment.

Remember, all ideas are welcome and every person and institution has something to contribute in the process of social transformation.

The sessions should begin with:

- Presentations: of the working groups, the facilitating team, and any other person in attendance.
- A clear explanation of the objectives and the activities that will be carried out.

If it is the first meeting and people do not know each other, we could do an icebreaker dynamic.

For example:

1. Each person chooses a number which is significant or important to them and they write it on their name badge.
2. They divide up into pairs (or groups) and try to guess the significance of the number chosen by the other person.

To continue the session, the facilitator team can choose from among various tools. Let’s look at some of the most frequently used:

The DESIGN QUESTION tool can be used to generate more ideas or solutions using the topic groups.

It involves asking questions in the following form: “How is it possible..?” or “How might we..?”

#1 - We formulate a general question related to the Topic Group.
For example: How is it possible to improve crops in the Andahuaylillas area in Peru?

#2 - Instead of trying to find an answer to the question, people should look for other ways to approach the same question, for example: “What other crops would be possible in our area?” or “What crops have they introduced in other nearby areas?”
Once the process is complete, three of these new questions are chosen to be used in the next brainstorming session.

The BRAINSTORMING tool is used to encourage the working group to come up with more concrete solutions.

#1 - The topic, challenge or question that we want to look at is placed in the centre.

#2 - People come up with ideas or solutions which they write around it. It is important to remember that this activity does not involve assessing the viability of the ideas; rather than people thinking without limitations.

# 3 - Lastly, each person can vote for the idea or solution they like the most and explains why.

Some of these ideas may be developed further using the concept poster.

The CONCEPT POSTER tool is used to make a proposed idea or solution more specific.

To make each poster, a group of a maximum of 8 people is suggested.

#1 - Choose a title that captures the essence of the idea or solution.

#2 - Outline briefly the different aspects of the idea or solution.

#3 - Identify the target group or profiles to whom it is directed and the value

#4 - Identify what is new and original about the idea or solution.

#5 - Lastly, make a list of the main actors involved and the people who should be included.

This tool can be modified and adapted to the needs of the working group by adding new sections to the template, such as NEXT STEPS, RELATED INITIATIVES, etc.

After several sessions, the working group will need to evaluate the idea or solution from the point of view of the business model.

To do this, we will use a business model canvas.

A business model canvas is a diagram that allows us to visualise and analyse in more detail the idea or solution we are exploring.

We start with a description of the service or product and then we add different blocks of information to the business model canvas. For example: What will be the cost of the product? What will be the product distribution channel?
We may need more than one session to get all the information in detail.

In the case of social enterprises or ventures, the tool we should use is the social business model canvas.

This option is similar to the aforementioned business model canvas but it also looks at other issues. For example, what social problem are we looking to solve? How will the impact be measured?

We have looked at some tools we can use to CONDUCT the co-creation sessions. Probably, you know others tools that you can adapt and use as well.

Remember that all the outcomes of these sessions need to be accessible to the facilitating team. Now is the time to use the systematisation tools we looked at in Class 2.

See you next class!