Class 5 – How do we connect co-creation with listening and prototyping?
(video transcription)

Welcome to the last class in this Module dedicated to the co-creation process and its relation to community listening process and prototyping.

"la Caixa" Foundation’s W4P Programme is designed as a platform for innovation and socio-economic transformation with four key elements:

- a process of community listening
- the co-creation of solutions with the community
- the prototyping and scaling of those solutions
- a system of developmental evaluation

This approach gives priority to the opinions, perceptions and needs of the community, and includes actors such as institutions, companies, associations, etc.

As we have mentioned previously, community listening process needs to be ongoing during the co-creation process.

There are several ways to achieve this:

- conduct new rounds of interviews, focus groups, forum theatre or other tools mentioned in Module one
- ensure a feedback channel with the community in order to monitor the outcomes of the co-creation sessions.

Some of the ideas which emerge from the co-creation sessions will continue to develop and be refined. These can move on to the next stage: prototype

What is prototyping?

Prototyping is making an idea more concrete in order to try it out, learn from it, adapt, modify or, possibly, discard it.

A prototype enables us to model different types of solutions, which may be products or services.

It is important to bear in mind that during the prototyping stage the facilitating team must be willing to make as many modifications as are necessary.

Let’s look at an example:

The Ahirwar community of Madore, in India, suffers water shortage that affects all areas of life, especially those of women.
This community worked on the co-creation of a water supply system based on solar energy.

The prototype possesses the following characteristics:

- a system of tanks with solar panels for water storage and distribution,
- a model of community ownership,
- a committee made up of members of the community that manages it, and
- a business model with monetary and work contributions from the users.

Currently, the system provides service to three families per water point.

During this prototyping phase, the facilitating team will evaluate:

- the efficiency of the technological solution,
- the potential of the system to be expanded to more families,
- the ability to respond to the potential increase in water consumption, and
- the economic viability of the new system,
- among other issues.

We can see that the implementation of a prototype is just the beginning of another stage of refinement and re-design, so that the solutions can evolve and be scaled.

We should always bear in mind that the aim is not to arrive at a single suitable solution, but rather to generate the greatest possible quantity and variety of solutions and prototypes so as to achieve different levels of impact.

We will look at these topics in depth in the next module.

Till then!