

Class 4 – Linking the listening process with co-creation

(video transcription)

In the previous class we learned about the key elements in the listening process and how listening and co-creation are interrelated.

Now we'll look at how to take advantage of the listening process to generate ideas that drive community transformation, and how these ideas can take the form of concrete actions.

This links to the listening process with co-creation. Thanks to this connection, we can make the most of the energy generated through our listening and contrast groups to put forward ideas and concrete actions.

This approach ensures the community plays a central role in the process and is not merely a passive recipient of an external initiative.

At this point, it's just as important to identify ideas as it is to maintain dialogue and communication with the listening and contrast groups. This helps us to ensure that what's being carried out responds directly to their perceptions and demands.

Once the link between co-creation and listening has been identified, both processes can constantly feed back into each other.

Let's take a closer look at this feedback:

Naturally, during the many different interactions in the listening process, ideas are going to emerge and possible actions to be implemented are going to be identified.

Normally two situations can arise: needs are identified for which a response already exists in the environment or new ideas are conceptualised.

In some cases these will be highly specific ideas or actions and, in others, drafts of what might be done.

When well-defined actions have been detected that are already underway and directly meet a necessity identified in the listening process, our work consists of informing the community that initiatives already exist to tackle this problem specifically.

For example, in India Work4Progress connects agricultural micro-entrepreneurs in rural areas with business model training programmes already underway at a regional level.

Via this process we ensure people take advantage of solutions that already exist. We also manage to boost the impact of the organisation and ensure people benefitting from this have a greater sense of belonging.

Very often we don't need to invent anything new: the most successful innovation processes consist of more effectively connecting needs with existing resources.

However, the listening process can identify new ideas or opportunities which have to be developed from scratch, then we identify the most suitable agents to develop the idea. For each idea, a specific working group is set up. Participants are therefore selected according to their interest and speciality from the listening or contrast group, or both. In this case, our role is to encourage the process of co-creation.

Another example: given the need of carpet-makers in Uttar Pradesh, India, to sell their products, a specific working group was set up to create a specialised marketing agency.

Once the opportunity, the people involved, the business model and possible sources of financing are all identified, a small prototype is set up or the idea is tested in the market to verify its viability and adjust the business model or even add new partners.

On working with several prototypes at the same time, we can take more risks and generate collaborative synergies between prototypes. But this will be explained in more detail in the classes on co-creation and prototyping.

See you soon.