



EUROPEAN
PROGRAMME
FOR
SUSTAINABLE
URBAN
DEVELOPMENT



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**FRINGE WORKSHOP “CO-CREATION”
DECEMBER 1st 2010**

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some 'rules' for co-creation

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seeing

(goal: openness)

reflecting

connecting

–

seeing

reflecting

(goal: diversity)

connecting

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seeing

reflecting

connecting

(goal: group position)

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the workshop

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three 12 minute rounds with three different assignments

everybody randomly switches tables after each round

each assignment builds on the created result result of the previous group

table leaders will remain seated after each round and brief the new group on the findings of the previous group

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Create a typical present-day city

With your table you are now the city council of a pan-European city with typical big-city social problems.

Each council member brings his own (urgent) social problem to the table.

Decide in co-creation which social problem is the biggest, most important or urgent social problem that needs to be solved.

Write this down as a result for the first round.



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Come up with an event (a name & brief description)

With your table you are now the event organisation hired by the city council of round 1.

Come up with an event that will contribute to solving the formulated social problem. Come up with a name and a brief description of the event.



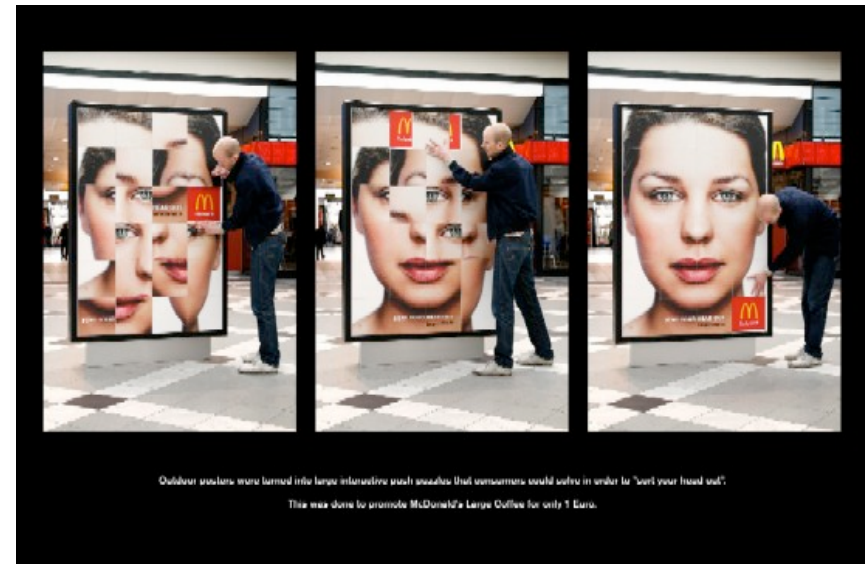
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Create a campaign tool

With your table you are now the communication department of the pan-European city.

You have the important task to come up with one campaign tool for the event (poster, commercial script, print add, viral video etc.).

Put this idea on a mood board.



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thank you!