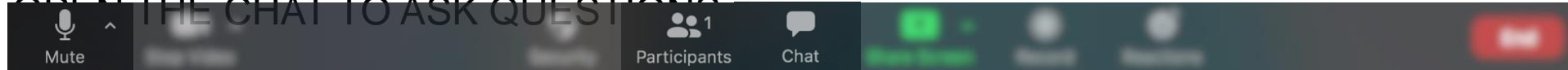


WELCOME – THE SESSION “Co-creating NBS – UNaLab Co-Creation Toolkit and Open Nature Innovation Arena” **WILL BEGIN SHORTLY**

1. KEEP YOUR MICROPHONE MUTED WHEN NOT SPEAKING
2. CLICK ON THE „PARTICIPANTS” BUTTON AT THE BOTTOM BAR OF YOUR ZOOM WINDOW, RENAME YOURSELF WITH YOUR NAME, FOLLOWED BY (ORGANISATION)
3. OPEN THE CHAT TO ASK QUESTIONS



THIS SESSION IS RECORDED

By continuing to be in the meeting, you are consenting to be recorded





Co-creating NBS – UNaLab Co-Creation Toolkit and Open Nature Innovation Arena

November 2020, Digital Consortium meeting

Structure of the session

09:00-09:15 Welcome & Introduction to co-creation

09:15-10:30 Hands-on session with ICT tool **Open Nature Innovation Arena**

10:30-10:45 Break

10:45-11:30 Exploration of the UNaLab **co-creation toolkit**

11:30-12:00 Summary + Q&A



Elements of co-creation

- It is a mode of innovation to create value
- Enables innovation together with all the stakeholders
- Form of collaborative creativity
- Involve key players in the creation of value and meaning
- Aims to generate more value than would be possible through the traditional transactions (R&D, Marketing, etc.)
- one of the biggest problems of co-creation is seeing it only as a tool for the creation of ideas rather than viewing it as an iterative process that involves customers and stakeholders through various cycles of value development



One of the necessary conditions for a successful co-creation process is having a methodology that supports and actively encourages its core properties .

Methodologies chosen as the most appropriate methods to co-create innovative nature-based solutions for the different cities:

- Design Thinking (Tampere & Eindhoven)
- European Awareness Scenario Workshop method (Genova)



The **Design Thinking** process is best thought of as a system of overlapping spaces rather than a sequence of orderly steps. There are three spaces to keep in mind: inspiration; ideation; and implementation.

Similarly, the **EASW** is a method born in Denmark that aims at finding an agreement between the different groups of actors at local level with the purpose of reaching a consensual definition of a sustainable city.

In conjunction with these co-creation methodologies, a wide range of **tools and techniques** are available to support the co-creation process.

Presenting today -> Open Nature Innovation Arena & Co-creation toolkit

D2.1 – ULL framework
D2.2 – report on co-creation workshops

