CO-OP

NORDPLUS Adult

Co-creation in art, culture and heritage Workshops

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Introduction

Co-creation was introduced as a concept in Denmark in 2015. Today, the phenomenon has come into being in policies, strategies and practices everywhere in the public sector. In particular the Danish municipalities are putting ongoing initiatives in place to co-operate with citizens, civil society and local businesses. A number of municipalities and public institutions work in these years to 'co-operate'. This applies both in cooperation with parents and children in schools and youth institutions, social councils' meetings with citizens as well as in collective forums where citizens and local actors collaborate with the municipality to develop social and physical activities in their local areas. Some municipalities use even task committees, where politicians develop strategies and policies Co-creation is implemented as a principle in more organisations. E.g. a number of public organizations, private companies and voluntary associations have taken the initiative to create a national movement for co-creation.
The nationwide co-creation movement is open to anyone wishing to establish closer cooperation between public and private parties in order to unite common solutions and initiatives that can help develop and renew the welfare society. Anyone who can adhere to the purpose and principles of the movement can participate and thereby take an active part in the effort to develop the Danish welfare society.

About the workshop

Since the concept of co-creation is known both in associations and in municipalities, it wasn't difficult to invite widely among cultural volunteers and municipalities - also because everyone is very curious about how to work with projects in the field of co-creation. As for the municipalities because they have been instructed to start working in the field, as for the organisations because they see the possibility of getting closer to the municipalities and start new projects with the municipalities.

The invitations for 2 workshop two different places in the country – Vejen and Odense - were therefore sent out to several local cultural councils that already had some knowledge about working in co-creation projects. The cultural councils are umbrellas of the municipal cultural associations, and since each cultural council has between 60 and 70 member associations, a large number of people can be reached. In addition, the invitation was sent to the municipalities' cultural employees and politicians as well as to partners.

Helle Bertram, special consultant in Guldborgsund municipality

Programs for the workshop

Program (for both workshops)

- Welcome by president Bente von Schindel
- A presentation round by the participants
- Lecture: Helle Bertram: Visions for co-creation - myth or reality?
- Lecture: Bjarne Ibsen: The interaction between the volunteer and the municipal sector
- Recommendations for future co-creation

In both workshops, two people started presenting co-creation within two different areas.
Helle Bertram, who is a special consultant in Guldborgsund municipality talked about "Visions for co-creation - myth or reality?" She talked of what has been done, and what do you do to cultivate and strengthen co-creation in a municipality. She also reviewed how to create a knowledge forum that will function as a community for voluntary actors, companies and associations.

Helle Bertram said, among other things, that Guldborgsund develops a knowledge forum - "The Community" - for actors across the municipality who participate actively in co-creation: Employees, managers, associations, companies and citizens. Guldborgsund Municipality also shares experiences, knowledge and inspiration in the Facebook group "The Community" just as the municipality develops a "toolbox" with everyday grips, good questions, principles for working with co-creation, model for feedback and more. It also supports and develops new political forms of work and open policy making. In addition, the municipality facilitates co-creation workshops, which aim to disseminate a common understanding and a common language. And it offers a diploma program in co-creation that is targeted at managers and project managers. The municipality also communicates the results of a campaign "On the forefront" that focuses on the development in the areas outside the big cities and profiling the municipality in relation to the national co-creation movement based on a "Charter for co-creation".

Bjarne Ibsen, professor at the University of Southern Denmark, talked about how much co-creation there is between the volunteer and the municipal sector. What is the attitude to co-creation and what promotes cooperation?

He said that the volunteering is meaningful work with a very special value. Both for the one there offers and for the recipient. Who works for the municipality? The citizens of course. Therefore, citizens must not be kept out when the municipality has to solve tasks. The traditional border gives no longer meaning. There must be cooperation with the citizens

Municipalities want to get closer to the citizens in order to create a close community and involve the citizens in relevant decisions. This is because they believe that every citizen is an important resource that has a co-responsibility and a role to play in our municipality. This makes the municipalities concrete to be facilitating and be in an early dialogue with citizens, associations and other actors. It is about creating small local communities and cross-community communities in general. Co-creation has in recent years been spoken on many conferences and in smaller publications- The National Association of Local Authorities - The Ministry of Children and Social Affairs- The

Volunteer Council- Educational and research institutions. Produced as the only "form of interaction" without understanding that there are other forms of interaction

But Bjarne Ibsen also warns: “The angle of citizenship plays a significant role: Engage citizens in the municipality. Democratic self-organisation is rarely contemplated as a model for a civil society, which takes more and more responsibility for public tasks!”

Professor Bjarne Ibsen, professor at the University of Southern Denmark

Results of the workshop

How to co-create?

- You dare take over the other party's perspective
- You make yourself a fellow player in a joint welfare production
- You see the resources and competences of the others and put them into play
- You are allowed to challenge your own professional skills
- You want to let go of the control and close others into the core task
- You dare go across the municipality and civil society
- You dare create “the third common”.

- You need to become better at making your own expertise available in a new way
- You must look for resources and competences around you
- You must dare to let go of the control and break the routines
- You need your professional skills to challenge the citizens
- You must dare to challenge the academic self-understanding and let go of solutions
- You must dare to make yourself a fellow player in common challenges
- You must see your own professional boundaries - and the resources and competences of others

Examples of good co-creative practice

Æblehuset –co-creation between staff and parents about content and form in a culture house for children.

Sculpture village Selde - a platform for sculpture attempts in the public space - will from September 2017 form the framework for a large video art exhibition in the public space by a number of internationally recognized artists. The exhibition is an example of how to revitalize a village through art and culture.

Recommendations for further courses for the cultural stakeholders

The following topics were mentioned as points on future courses

- Network inclusion of different stakeholders in a network approach
- Involvement of all stakeholders as co-initiators, co-designers and co-implementers
- Trust and understanding between the stakeholders
- Empowerment of the participating actors
- Hierarchy non-hierarchical collaboration
- Support ensuring financial and expert support
- Regulation collectively established rules/legal framework to reach the desired goal
- Knowledge creating and sharing knowledge on co-creation among all stakeholders
- Visibility all those involved have to work on increasing the visibility of the co-creative approach
- Research analytical foundation for decision making, planning and operational functioning
- Transformation potential to create “something new” in a “third space” where equal representation is possible
- See own professional boundaries and other people's resources and competencies
- Be a fellow player in a joint production
- Release the control and invite others in with their core task - without having solutions ready
- Be better to take the perspective of others and be holistic
- Get better at making professionalism available in a new way