

# Tools for Creative Urban Revitalisation (CUR tools)

CUR Tool description (WP T2)

<b>Project group</b>	<input type="checkbox"/> Empty Floor Space <input checked="" type="checkbox"/> Revitalisation of Retail and Small Businesses <input type="checkbox"/> Establishment of a CI Support Centre
<b>Pilot location</b>	Leonding, Austria
<b>Editor</b>	City of Leonding, biz-up

<b>1. Name of the tool</b>	<b>Co-Creation Lab: Destill &amp; Plant</b>
<b>2. Aim of the tool</b>	<p>To provide a platform and methodologies to bring new ideas in the city center and to support new collaboration between small businesses, retailers and Creative Industries.</p> <p><b>Further goals that will be addressed:</b>          The goal of the tool is to strengthen the city center and its small businesses and retailers by generating new ideas and supporting collaborations between them and the Creative industries (CI). The aim of the tool is to provide a platform, space and methodologies to bring new ideas user-centered and in a try and error approach into the doing. By those collaborations and small projects, the city center will be filled with life and ever-changing content, as well as foster long-term collaborations. We are also aiming to foster out-of-the-box thinking for city revitalisation and awareness raising for new and innovative ideas of CI, as well as helping traditional key-players to familiarize and adjust to unknown approaches by a “touch and feel” process.</p> <p><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>• visibility of available businesses, services and creativity</li> <li>• promote settlement of retail and small businesses</li> <li>• improve liveability and attractiveness of the city</li> </ul> <p><b>Challenges:</b></p> <ul style="list-style-type: none"> <li>• how to foster out-of-the-box thinking for city revitalisation</li> <li>• sustainable establishment of platform</li> <li>• develop adjusted co-creation methodology</li> </ul>

<h3>3. Tool description</h3>	<p><b>Short description:</b></p> <p>The development of a "Co-Creation Lab" to strengthen the city center, its small businesses and retailers. This lab should foster out-of-the-box thinking for city revitalisation and awareness raising for new and innovative ideas of CI, as well as helping traditional key-players to familiarize and adjust to unknown approaches by a "touch and feel" process.</p> <p><b>The tool consists of 3 main parts:</b></p> <ul style="list-style-type: none"> <li>• platform</li> <li>• Co.Creation methodology</li> <li>• space to bring ideas into life</li> </ul> <p><b>The platform</b></p> <p>The platforms goal is to engage retail and small businesses, foster collaborations between small business and CI. This platform will organise regular workshops with divers (quadruple helix) key players, e.g. city businesses, retail, CI, residents and city government / administration with the goal to filter out potential collaboration projects between businesses and CI. The workshops shall create potential collaboration ideas which will be picked up by the facilitators and jointly put into action in a co-creation process.</p> <p><b>Co-Creation</b></p> <p>Co-creation enables everyone involved to be an active agent of change. Meaning the design of future solutions, products, services etc. is not limited anymore to specific groups of people but involve users, citizens employees, creatives can take an active part in. Thus, their needs and experiences become more relevant Co-creation helps to better connect all relevant dots between different parties, organisations and across disciplines. The ideas out of the workshops will be facilitated through co-creation into user centered projects. The vision is to bring in a rapid prototyping approach the ideas into doing.</p> <p><b>Space/ Lab</b></p> <p>The Lab is important to experiment in a safe space and in a real life context to foster a try and error approach and shall also encourage collaborations into the doing. The lab is the place where citizens, creatives, businesses and cities administration</p>
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can come together to co-create ideas, tools for collaborations. It's a place for innovation and exploring new possibilities but where reflection and evaluation are built into the working process to make sure the Living Lab can be flexible and responsive to the changing needs of stakeholders and communities. The Labs is also a creative spaces for sharing skills and know how.

**Main activities:**

A co-creation process can be structured in different ways and it can use various activities to engage with its participants. However, there are typically four key steps at every co-creation project:

**#1 Engage**

Learn from each other and set the challenge:

- become experts of the challenge in question. Thus, it will be necessary to gather as much information as possible about the status quo, about the involved stakeholders as well as their interrelations.
- after this phase participants of your co-creation process will understand the challenge better and obtain a new degree of sensibility about the possible issues involved.

**#2 Understand**

Focus on user needs in order to gather key insights for each stakeholder:

- discuss and acknowledge the other personal points of views to define a clear set of needs and goals. These needs and goals will be the starting point for developing any solution.
- facilitate communication and engagement among participants first. Then it will be important to facilitate activities to create a common understanding of what a good solution "for all" would look like.

**#3 Ideate**

Co-create design concepts and build prototypes:

- in a nutshell, it is about brainstorming ideas, clustering and prioritising them by active involvement of all participants

- Take into consideration the need of finding a consensus for defining criteria and filtering out groups of ideas, which do not fit the needs. Among the rest, participants choose and prioritize the top ideas.
- For the top ideas, create storyboards and rapid prototypes

#### #4 Validate

Present, test, evaluate:

- the goal of this step is checking the validity of the ideas or concepts.
- testing your prototypes first in a small group of stakeholders, later to all involved parties. The goal is to collect as much feedback as possible. Does your solution resonate with the actual needs defined by stakeholders?
- facilitate the reception of feedback. Questionnaires could bias a participant's opinion. But often open feedback sessions are not honest enough.
- find the adequate feedback communication channel.
- validate your ideas from obtained feedback and evaluate the co-creation cycle, repeat this process if necessary
- after implementation, track the ongoing results of the product, system or service produced and evaluate the whole process.

#### Recommended methods to be used:

Multiple methods and co-design toolkits are available freely. Choosing the right methods can contribute significantly to conducting successful participation processes in a structured and efficient way, providing variety and interest, and tracking down new solutions away from well-trodden paths. (For more on the topic of useful tools for different co-creation workshops and process.

See: [The Co-design Handbook for Creative Professionals](#)

It is also important to stress, that a great variety of materials positively supports the development of co-design projects. These materials (post-it notes, paper cards, cardboard models and other modeling materials like LEGO bricks) enable participants to engage easily and share their needs and ideas. Make

	<p>sure to print out any copies well in advance and test technical equipment before the workshop starts. To find the right setting to your individual needs:  <a href="#">Hyperisland Toolkit</a></p> <p><b>Expected Impact of Co-Creation:</b>  A key concept of co-creation is that users are experts of their own experience. For this reason, co-creation means mutual learning between all relevant parties. It is particularly useful in connecting end-users and creative professionals while developing new products, services and systems. Co-creation enables all stakeholders involved to form links and networks more easily, to engage in better collaborations by breaking down silos. The tool also provides commitment by all parties involved to create value for the user.</p>
<p><b>4. Expected results</b></p>	<p><b>Direct effects:</b></p> <ul style="list-style-type: none"> <li>• open mindset / shared vision</li> <li>• ownership and identification with piloting</li> <li>• driver to continuous development</li> <li>• quick and small-scale projects and collaborations, leading to a changing city center</li> <li>• community building</li> <li>• low-barrier for new and innovative ideas</li> <li>• building empathy</li> <li>• reaching perfection faster through the courage of imperfection.</li> <li>• user-centered solutions</li> <li>• implementing ideas in a real life environment</li> <li>• learning for the city community and local city government for the potential of bottom-up processes vs. top-down</li> </ul> <p><b>Side effects:</b></p> <ul style="list-style-type: none"> <li>• reactivation of unused spaces</li> <li>• community building</li> </ul>
<p><b>5. Key roles</b></p>	<p><b>People/ organisations that should be involved (incl. roles):</b></p> <ul style="list-style-type: none"> <li>• facilitator: Organisation of the workshops and pursuing of the project ideas/ getting people together and putting ideas into action</li> </ul>

	<ul style="list-style-type: none"> <li>• key-Input: e.g. someone from the creative industries on city revitalisation tools/ projects</li> <li>• decision makers: City government representatives, pushing the ideas to a positive evaluation and adoption</li> </ul>
<b>6. Timelines</b>	<p><b>Duration of key activities in total (estimation):</b></p> <ul style="list-style-type: none"> <li>• workshops will be held throughout the process, starting with an idea distillation workshop to define key ideas to be implemented within the city center, the workshops throughout the process will serve as networking and exchange platform and reassure the commitment of the community to the projects which will be implemented (Workshop: 2-3 hours)</li> <li>• planning phase for idea implementation and confirmation of the political agreement to adoption of ideas: 3-4 months</li> <li>• idea implementation: up to 6-12 months</li> </ul>
<b>7. Link to other tools</b>	<p><b>Integration in a leading tool concept and/ or recommendations for combinations with other CUR tools</b></p> <p><i>National Funding Scheme: Creative Solutions</i></p> <p>Creati(v)e Solutions is a pilot program for lighthouse projects, which addresses and makes visible the increased use and Integration of CI know-how along the entire value chain and across sector boundaries (=transformative effects or cross-over effects of the CI into other sectors)</p> <p>Link: <a href="https://www.aws.at/fileadmin/user_upload/Downloads/Kurzinformation/aws_CS-Call_KI.pdf">https://www.aws.at/fileadmin/user_upload/Downloads/Kurzinformation/aws_CS-Call_KI.pdf</a></p> <p><i>Leader</i></p> <p>Funding scheme to transform and support rural regions</p> <p>Link: <a href="https://www.leader.at">https://www.leader.at</a></p>
<b>8. Good practices</b>	<p><b>References practical experiences with such a tool</b></p> <p><i>European Living Lab Platform</i></p> <p>The European Network of Living Labs (ENoLL) is an international non-profit association which aims to promote and enhance user-driven innovation ecosystems, like the Living Labs concept globally. The platform offers toolkits, good practices and a network of around 500 members</p> <p>Link: <a href="https://enoll.org">https://enoll.org</a></p>

	<p><i>Living Lab Graz</i></p> <p>The Living Lab experiment aimed to renovate a city square called "Griesplatz" through the broader involvement of key stakeholders into a co-design process., it reduced the risk of a socio-technical 'misfit' of the new square as well as the risk of excluding certain social Groups.</p> <p>Link: <a href="https://smarterlabs.uni-graz.at/de/projektuebersicht/living-lab-experiment-graz/">https://smarterlabs.uni-graz.at/de/projektuebersicht/living-lab-experiment-graz/</a></p>
<p><b>9. Cost factors &amp; recommendations</b></p>	<p><b>Possible cost factors:</b></p> <p>Communication material/ design, infrastructure/ equipment for space design, event costs, documentation</p> <p><b>Recommendations for piloting the tool:</b></p> <ul style="list-style-type: none"> <li>• close feedback loop with political decision makers to assure the successful implementation and avoid administrative hurdles</li> <li>• active and regular communication with the community about implementation status</li> <li>• the 3 parts of the living lab shall be adopted to and transferred to the settings in the municipality e.g. a physical space is not needed only the co-creation method can be applied</li> </ul>

## Add-on: Which Design Thinking tools could support this CUR tool?

- Empathy Map Canvas
- Value Proposition Canvas
- Team Charter Canvas
- Golden Circle
- Context Map Canvas
- Coverstory Canvas
- Storytelling Canvas
- Hero's Journey Canvas
- (Sustainable) Business Model Canvas
- Interviews: users, stakeholders, etc.
- Assumption grid
- Persona