

## CO-CREATION METHODOLOGY

The co-creation methodology is used to facilitate the work of interdisciplinary teams, which develop processes of co-generation and transformation. It acts to decrease the participants' stress (dispersion) and increases the effectiveness (focus) of the work.

Co-creation methodology is part of a vision that prefers cross-cultural and interdisciplinary teamwork as a contemporary response to the reading of the complexity and production of innovation. It operate *in* and *for* the culture of cooperation.

The methodology reveals the connecting moments of creative thinking and group dynamics by building a process of elaboration shared by the individual and the group, at once being sustainable by the environment. Co-creation methodology looks at the person and his/her ability to create and innovate: it is a part of the transformative engine within the dynamics of a group in action.

Co-creation methodology is represented by a diagram and seven principles. It provides practices and tools for good governance of a group in action.

### PHASES OF THE PROCESS

The methodology determines the phases of group work. It offers for each phase some exercises, practical tools, approaches and directions. It is structured according to the three academic macro-phases: analysis (observation), concept generation (co-generation), restitution (action) plus a fourth phase that inserts in the process a time to metabolize the innovation: integration.

It looks in each person the ability to create and innovate as the enzyme of transformation that needs to be reorganized within the dynamics of a group in action in any given environment.

## PRINCIPLES-CONCEPTS-VISIONS

TWO PRINCIPLES BUILD THE STRUCTURE OF THE METHODOLOGY:

There is a "group" inside the individual.

Every creation reflects its *plural*-creator.

FIVE PRINCIPLES DETERMINE THE PHILOSOPHICAL APPROACH:

Reality is of point of view.

Creativity is energy available to every individual.

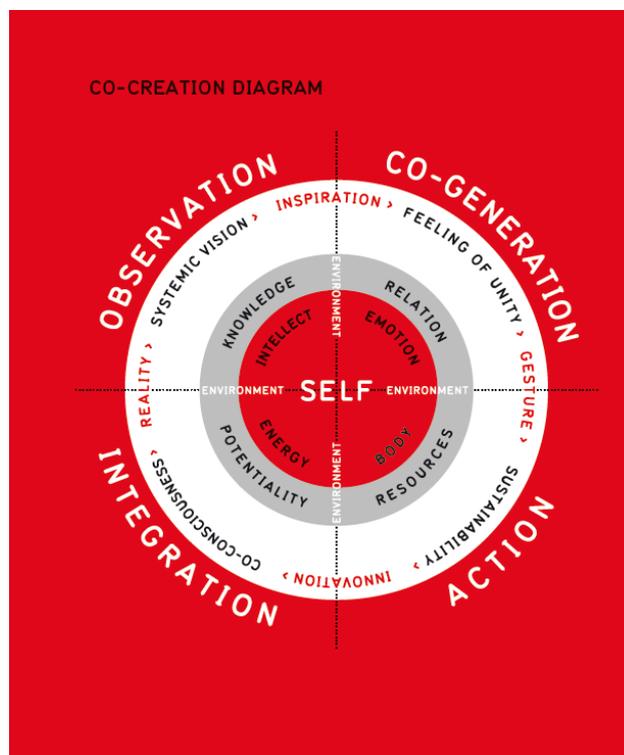
The aware creative act contributes to personal growth.

Co-creation is a process of *awakening*.

A change is sustainable when resources, limits and potential are connected, in equilibrium.

## THE CO-CREATION DIAGRAM

The co-creation diagram is the representation of the methodology we apply in action. In our experience it is a checklist, a compass, an evaluation system. By following the diagram, the process can be opened, allowing it to function as an incubator for one's personal growth and the collective growth of the group. Ultimately, it functions as a generator for innovation that is sustainable and integrated into the environment (the result of a self-society ecosystem).



artway of thinking [2001]

The result of each successful passage around the circle is the completion of a creative process, which becomes a seed for a responsible and collective act toward transformation in the future. A process that is a responsible conscious act, and therefore free.

## **METHODOLOGICAL APPROACH**

Creativity, multidisciplinary practice, complexity and the we-economy model (based on solidarity-economy) are the main paradigms upon which we define the Co-C MET methodological model. It intervenes in the good governance of the collective creative processes and innovates the process dimension of the collective work.

## **THEORETICAL INFLUENCES**

Our theoretical approach was cultivated upon a wide range of sources. It takes its shape from the General Systems Theory founded by Ludwig von Bertalanffy and also from the research on the processes of change - individual and collective - developed at the Mental Research Institute in Palo Alto by Paul Watzlawick and Gregory Bateson. These pioneering research efforts opened the way to a systems approach in the world of relationships that form the interconnections and similarities between biological and social systems - also highlighted in studies of the physicist Fritjof Capra, the biologist Bruce Lipton, and seen in the Integral Theory of Ken Wilber. In addition, in the methodology the implementation of collective creative processes is based on "The Four Pillars of Sustainability": ecology, economy, social equity and cultural diversity, adopted by UNESCO in 2001.

## **THE VISION OF THE HUMAN BEING AND HIS ACTIONS**

We look at the individual as "singular-plural" seen in the philosophy of G.I. Gurdjieff, and the related experiences of the "Fourth Way". We consider the principles of the Toltec school and the processes of awareness of Carlos Castaneda. Also included is the Hoffman Method and the "Enneagram" psychological types of Claudio Naranjo. Our idea expands the cognitive disciplines (multi-science) as an object of study, and the study of thinking systems, whether natural or artificial.

## **SOLIDARITY ENTERPRISE AND WE-ECONOMY**

The enterprise vision is based on three factors:

First is the awareness that a human being is a set of resources. If we activate potential resources in each participant we are generating creative human capital which spontaneously integrates itself into the system.

Secondly, the awareness that a job is an opportunity to develop yourself: to create autonomy, to put in action talents and abilities and to create well-being; a job's design should not create work-dependency.

Thirdly, there is the *C factor* of the economist, Luis Razeto, who said, "The C factor is the innovative and regenerative potentiality that an harmonic group can produce into an eco-logical system."

This approach to management is seen at the center of the We-economy in Bossless Company models, the Situational Leadership of Hersey and Blanchard, and also in Social Design, defined as a design process that looks towards a broader scale which improves socializing and the quality of people's lives in generating new social realities. In the organization of systems we look to the philosophy of Kaizen and Lean Production. The analysis of the product/services to be introduced in the market can be seen in the Co-Creation method of Prohalad and Ramaswamy. Creativity and innovation emerge following the relational interdisciplinary approach to community and art process.