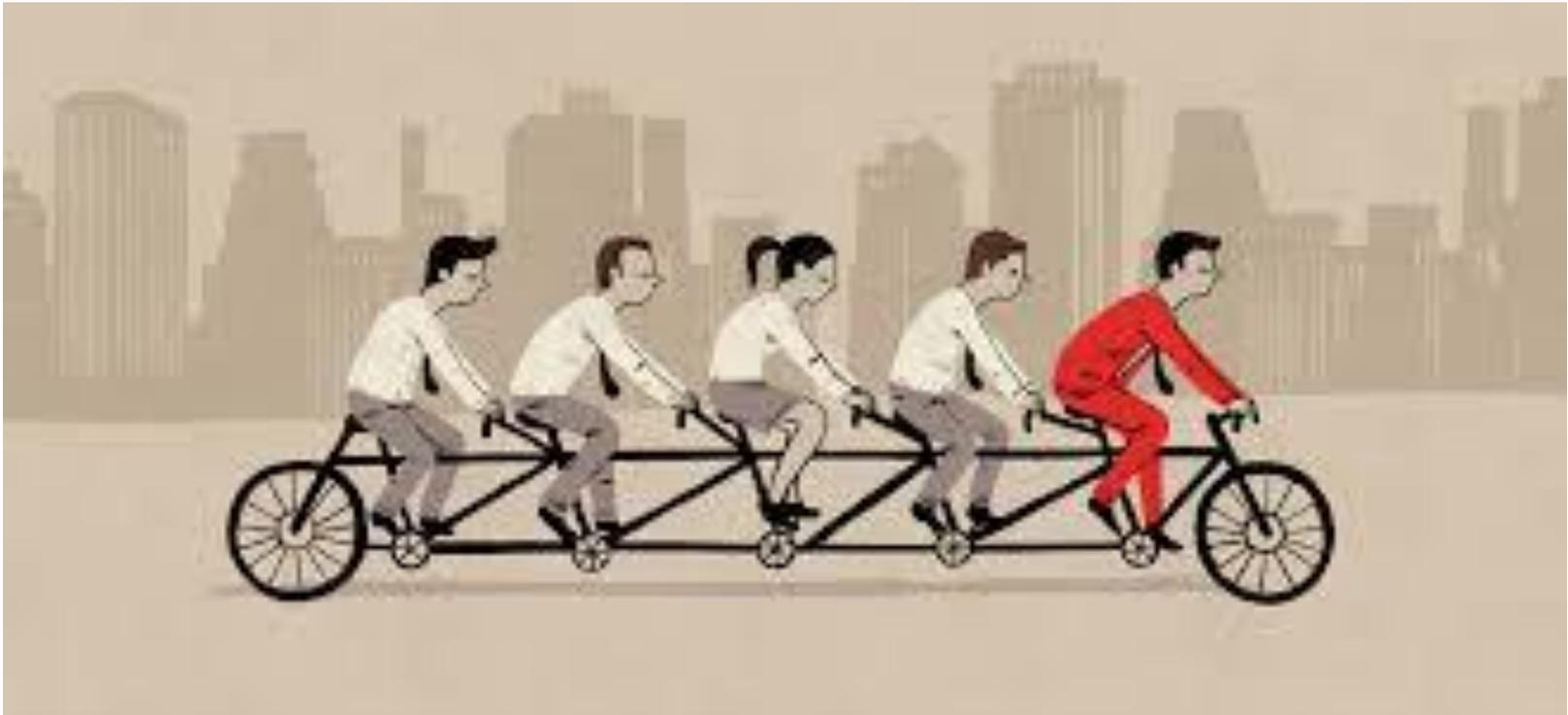
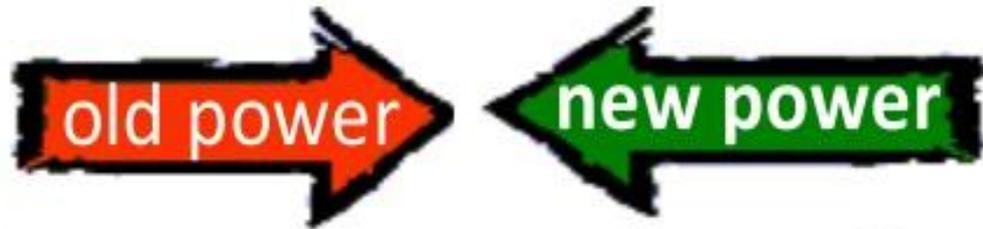


# CO-PRODUCTION PRINCIPLES

3. Consumer leadership and capacity is grown





Currency

Current

Held by a few

Made by many

Pushed down

Pulled in

Commanded

Shared

Closed

Open

Transaction

Relationship

Jeremy Heimens TED talk "What new power looks like"

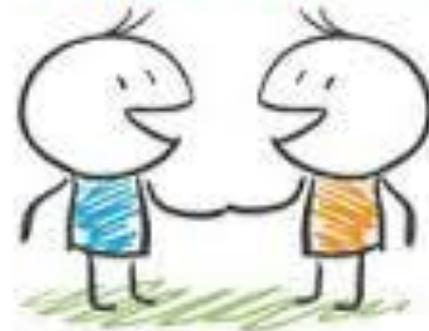
<https://www.youtube.com/watch?v=j-S03JfgHEA>



@HelenBevan @JodiOlden #EdgeTalks

# CO-PRODUCTION PRINCIPLES

1. Consumers are partners from the outset
2. Power differentials are acknowledged, explored and addressed
3. Consumer leadership and capacity is grown



# 1. CO-PRODUCTION IS NOT A CHEAP WAY OF WORKING WITH CONSUMERS

It takes time and care to:

- establish trusting respectful relationships
- identify, discuss and address inequalities as part of the preparation for working co-productively
- Ensure these processes continue throughout the working phases

“Trust and respect on all sides is essential to enable mutual learning and understanding of the issues, dilemmas, constraints and the possibilities for change”

(Hashagen et al, 2011:14).

What would these processes look like?



## **2. *THE NEEDS OF CONSUMER PARTNERS ARE PRIORITISED IN CO-PRODUCTION***

- Develop a process to find out what the needs are
- Identifying processes so that the partners with the least power can be
  - heard
  - have influence
- What would these processes look like?



### 3. *CO-PRODUCTION REQUIRES RISK TAKING.*

- Working with consumers means:
  - taking the risk of staying curious
  - not having the answers/sitting with uncertainty
  - not leaping straight into finding solutions
  - learning by doing, reflecting, and refining
- Are these processes different from business as usual?
- How?

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