

Green Entrepreneurship a Training (GET-UP) Project

Unit/Module: Being Creative and Innovative in a Green Context

Type of Document: Workshop Session Plan

Session 2: We Create. The Art of Co-Creation.

Date:		Time:	
Location:		Facilitated By:	
Title:			

Overall Aim:	Advancing from personal creativity, we now move on to the ability and methodology of co-creation, focusing specifically on user-centered design. The aim of this section is to develop participants repertoire of methods of problem-solving skills through process of innovation, with a heightened focus on innovation applied to green businesses.
Learning Outcomes:	LO1: Understanding the meaning of User-Centered Design as a pillar for innovation in product, processes, or service. LO2: The use of co-creation methods to better solve business hurdles and barriers in an eco-perspective LO3: Understanding and applying Brainwriting in the workplace

Time	Learning Outcome	Input	Slides	Learning Assessment and Activities
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09:30-09:45 (15'min)	-	Workshop Overview <ul style="list-style-type: none"> • An overall introduction to the theme, purpose, steps, and revelations of the workshop to acutely define outcomes • Define the term User-Center Design and its origins that are beginning to bridge the gap between consumer and business • How can User-Centered Design (UX) be applied to a business, regardless of sector 		<p>Introduction to participants.</p> <p>How can changing one's business perspective to customer focused, and why it is beneficial?</p>
09:45-10:05 (10'min)		The Art of Co-Creation <ul style="list-style-type: none"> • Introduction to the concept and meaning of the phrase co-creation • Applications of co-creative process in modern business setting • Group examination and discussion on case studies of how process has altered 		<p>Development of a profound understanding of process, benefits, and method of co-creation</p> <p>Apply learned knowledge to breakdown of business cases and cement findings through brief exercise</p>

		<p>companies.</p> <ul style="list-style-type: none"> • Brief exercise in order to practice aforementioned theory 		
10:05-10:15 (10'min)		<p>Nature is Life: 365</p> <ul style="list-style-type: none"> • Through a wide lense perspective of the environment and extreme ecological lifestyles, participants forced to think of extreme users, understanding needs and desires • This process allows for the ideation of unique, "outside of the box" thinking which results in original solutions to complex issues that in turn can be applied to the general consumer. 		Define the lifestyle of an extreme user and how it can be applied to business solutions?

10:15-10:35 (20'min)		<p>BrainWriting</p> <ul style="list-style-type: none"> • brief introduction into the definition and origin of Brainwriting • Define clearly the benefits of concept breakdown to basics, and the process of rebuilding based on its core values 		Development of participants understanding of process and use as a tool, defining well its purpose and context of use.
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		<ul style="list-style-type: none"> participants will then complete an exercise of Brainwriting in order to fortify their understanding of the process and tool. 		
10:35-10:45 (10'min)		Idea Atlas. Knowing good ideas. <ul style="list-style-type: none"> the second step to Brainwriting, the introduction and definition of the idea atlas will assist participants in the full process of idea generation through Brainwriting Development of the knowledge of how to use an idea atlas 		How can one use an Idea Atlas? Apply process to ideation of business solutions in order to co-create and generate better ideas.
10:45-11:00 (15'min)		Review, Conclusion, Summary <ul style="list-style-type: none"> A review of the session and highlight of key lessons learned from the exercises and discussions Focusing on the user, creating in groups, and discovery of new tools to facilitate the process. 		Highlight of the key points of the lesson in order to assure and resolve in doubts in which may arise during the learning process. Provide additional support for learning outside of the classroom
TOTAL: 90' min				