

Co-creation with marginalised groups – Good practices

Based on interviews with people who developed tech solutions for marginalised groups and ran Open Calls for pilot projects¹, a list of good practices for co-creation was created. We encourage pilot teams in the first round of the CommuniCity Open Call to use these and share their experiences so that their input can be used to develop a method.

Suggestions and comments are welcome and can be sent to n.pavicic@amsterdam.nl

Co-creation with marginalised groups – Good practices

- Involve the target group from the very beginning and in every stage, including in the articulation of the needs and in the evaluation
- If you do not have contact with the target group, use intermediaries, eg associations working with the group
- In sessions with the target group, figure first out what the important values are, before you define the actual requirements
- Go to where the target group is (do not ask them to come to, for example, a location outside their neighborhood; it is best if you can go to an actual place/meeting where they already are)
- Try to have representation of the target group in your design team (especially in sessions with the target group)
- Make the group for sessions not too large. Everyone should feel they can have their say. If necessary, split up the group and multiply the amount of sessions
- Use the language/words and visual language that your target group can relate to and feels comfortable with (for example: they may not like the word 'helping')
- Try to design a sense of ownership by the target group. Maybe they can help design/write frames, pictures, texts. etcetera
- Ask the target group what they want to get out of their participation
- Manage expectations well. In the pilots of CommuniCity: make very clear that they are taking part in a pilot that may not be implemented, even if the pilot itself is successful

¹ The interviewees were three civil servants of the Municipality of Amsterdam, two who did innovation projects for the Municipality of Helsinki, one running an Amsterdam incubator program and two Dutch software/AI developers