

Based on interviews with people who developed tech solutions for marginalised groups and on literature study, we (Municipality of Amsterdam and the Amsterdam University of Applied Sciences) developed a list of good practices for co-creation. We encourage pilot teams of the second round of the CommuniCity Open Call to use these below directions for good practices and share their experiences with us. Any feedback provided by pilot participants will be used in the development of further guidelines for co-creation by the Amsterdam University of Applied Sciences.

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

Co-creation with 'marginalised groups' – directions for good practices

- Involve the community for whom the solution is developed from the very beginning and at each stage, including the implementation and evaluation stages.
- If you do not have contact with the community for whom you develop, collaborate with intermediaries, such as associations working with the community.
- In sessions with the community you develop for, first make explicit users' needs before you define concrete requirements for the solution.
- Meet the community where they are located, rather than make them meet you. When organising co-creation sessions, pick venues that are familiar and easy to reach for them.
- Aim to increase the diversity of your team, ideally including people who represent or identify with the community for whom the solution is developed.
- Limit the size of group sessions with users and work at fostering an atmosphere where all are welcomed to speak and listened to (if needed, organise multiple sessions to decrease the size of the group participating).
- Use language/words and visual language that the community can relate to and feels comfortable with.
- Aim to stimulate a sense of ownership amongst participating community members by acknowledging their contribution and incorporating their input.
- Make expectations explicit. In the pilots of CommuniCity make explicit that participants are taking part in a pilot and the developed solution may not be implemented, even if the pilot itself is successful.
- Ask participating community members how they would like to benefit from their participation and ensure it is an exchange where all participants benefit.
- When co-creating with community members, actively work to minimize harm for participants and minimize the risk of feelings of disappointment and exploitation. Respect the efforts and time put in by participants by ensuring they will benefit from the exchange.