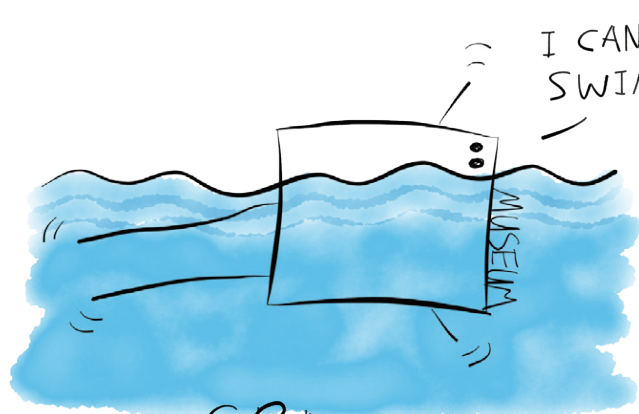
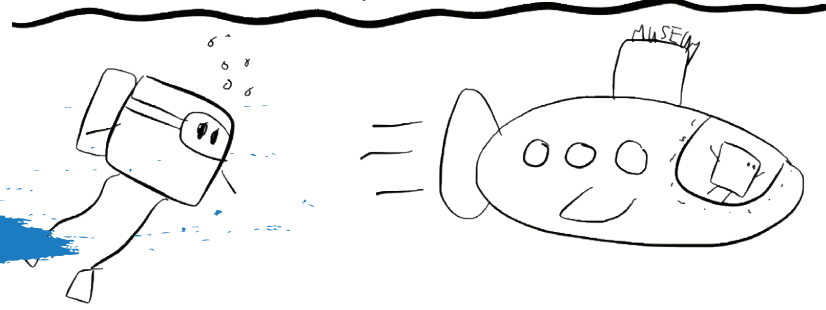
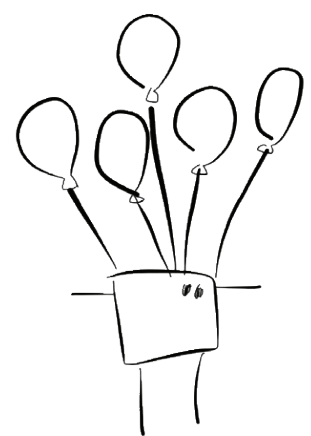


DO YOU KNOW WHAT CO-CREATION IS?



CO-CREATION





RICHERS
RENEWAL, INNOVATION AND CHANGE:
HERITAGE AND EUROPEAN SOCIETY



This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement n° 612789.

REDEFINING ROLES FOR CULTURAL HERITAGE INSTITUTIONS

In a dynamic European context, cultural heritage institutions are redefining their roles and indeed themselves. The challenges that institutions face today - technological innovation, sustainability, citizenship, lifelong learning and cultural diversity - are complex and almost always impact upon more than one domain. Traditional means of innovation do not always work anymore and instead new approaches emerge that involve end-users and professionals at all levels, to enable a collective imagining, building and experiencing of new futures.

Create Value Jointly!

At its core, co-creation is about involving parties outside of your company or organisation (users, stakeholders) to create value jointly, e.g. during the ideation phase of a new product or service development. Through a series of steps, people are invited to contribute, evaluate, and refine ideas and concepts. The result provides fresh perspectives and useful inspiration. Sounds good, right?



Within the RICHERS project, we're doing the same thing with young adults, museum staff and designers, taking the notion of co-creation literally and trying to move beyond the use of mere words. The goal? Designing potential intervention strategies together.

Follow the co-creation process with users and its results at:

<http://www.riches-project.eu/co-creation.html>

PROJECT PARTNERS



Project Coordinator



Communication Manager



Co-creation Task Leader



OFFICIAL MEDIA PARTNER

