

Co-creation. Local culture enhancing sustainability approaches

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Co-Creation

In a continuous process, together with the persons or stakeholders involved, to

- identify the relevant issues(s),
- design or select solution(s),
- produce and implement them together,
- while together reflecting upon and evaluating them.

Local Culture

The set of behaviours, beliefs and customs that exist in a community, from how people eat and dress to the way they work and communicate

- Using 'what is already here'.
- Becoming relevant since it is connected to 'us' in manifold and often non-verbal ways (feelings, attitudes, relations)
- It is part of our local community, thus it matters to our common well-being

Economy - Ecology

Oikos - Nemein
House - Manage

(or 'housekeeping')

To manage «all that we're responsible for»

Action oriented

**«How may we achieve good practice
(sustainable solutions)?»**

Oikos - Logy
House - Knowledge

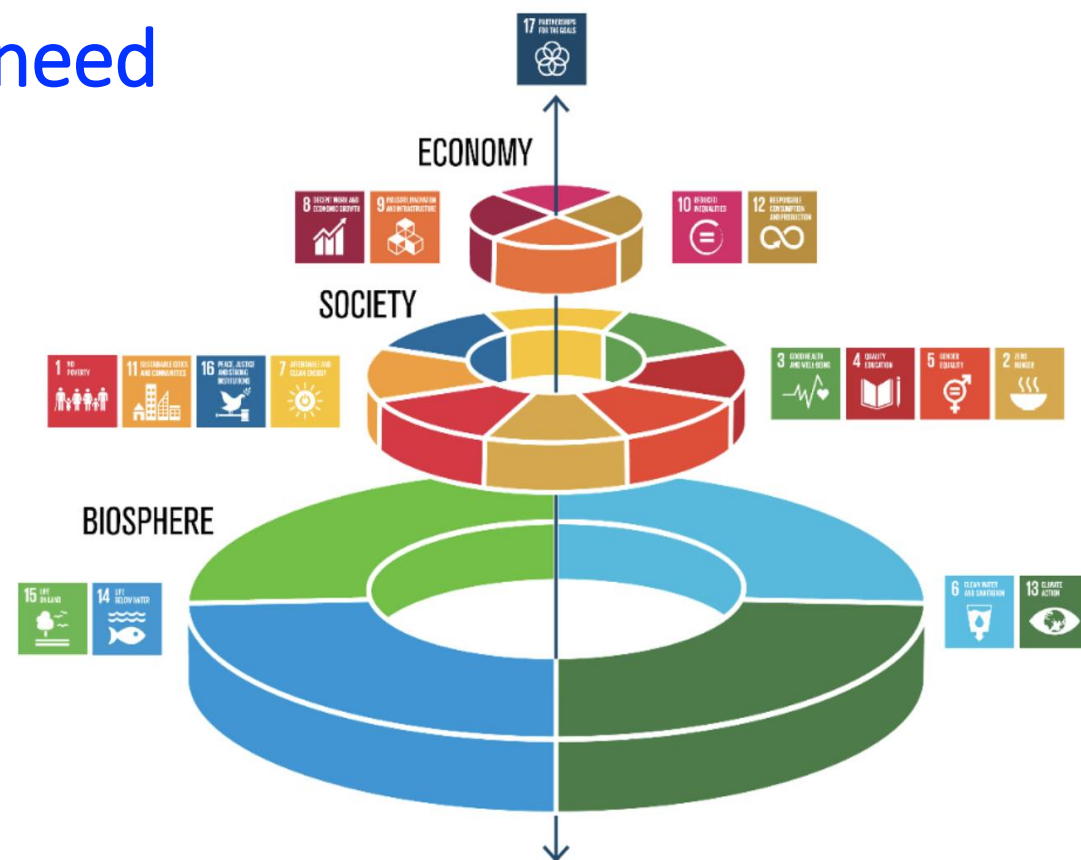
**Knowledge about the
interface/interaction between
us (humanity) and what we
have/what surrounds us**

Economy

Used to be understood as profit-maximizing.

In a Sustainable setting we rather need to focus on

- From Consuming to Using
- Economy as Performance
- A wider understanding of what *user-value* and indeed *public-value* is

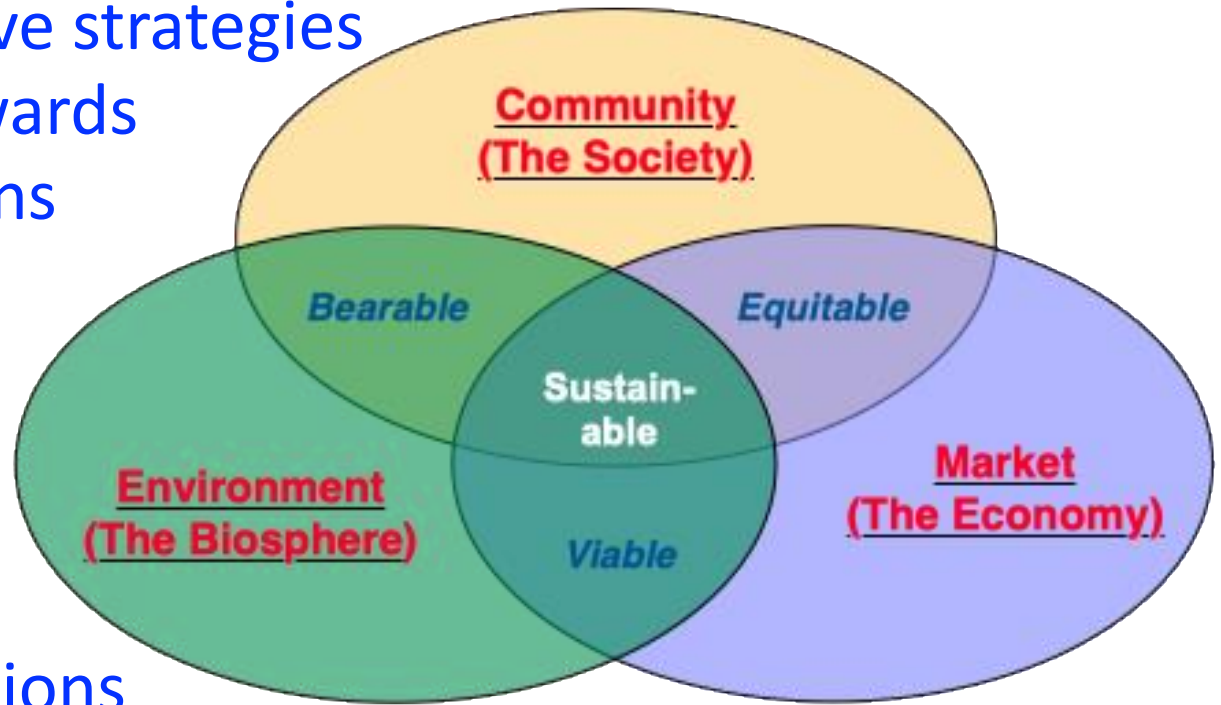


From Consumers to Users

From No-Growth, through De-Growth to Re-Growth

- Nobody wants to follow negative strategies
- To succeed we need to aim towards establishing acceptable solutions

- Become smarter users
- Become partners - not only actors
- Take influence and affect the solutions



Governance

(To avoid these pitfalls,) we shall here define governance generically as the process of steering society and the economy through collective action and in accordance with common goals (Torfing et al., 2012).

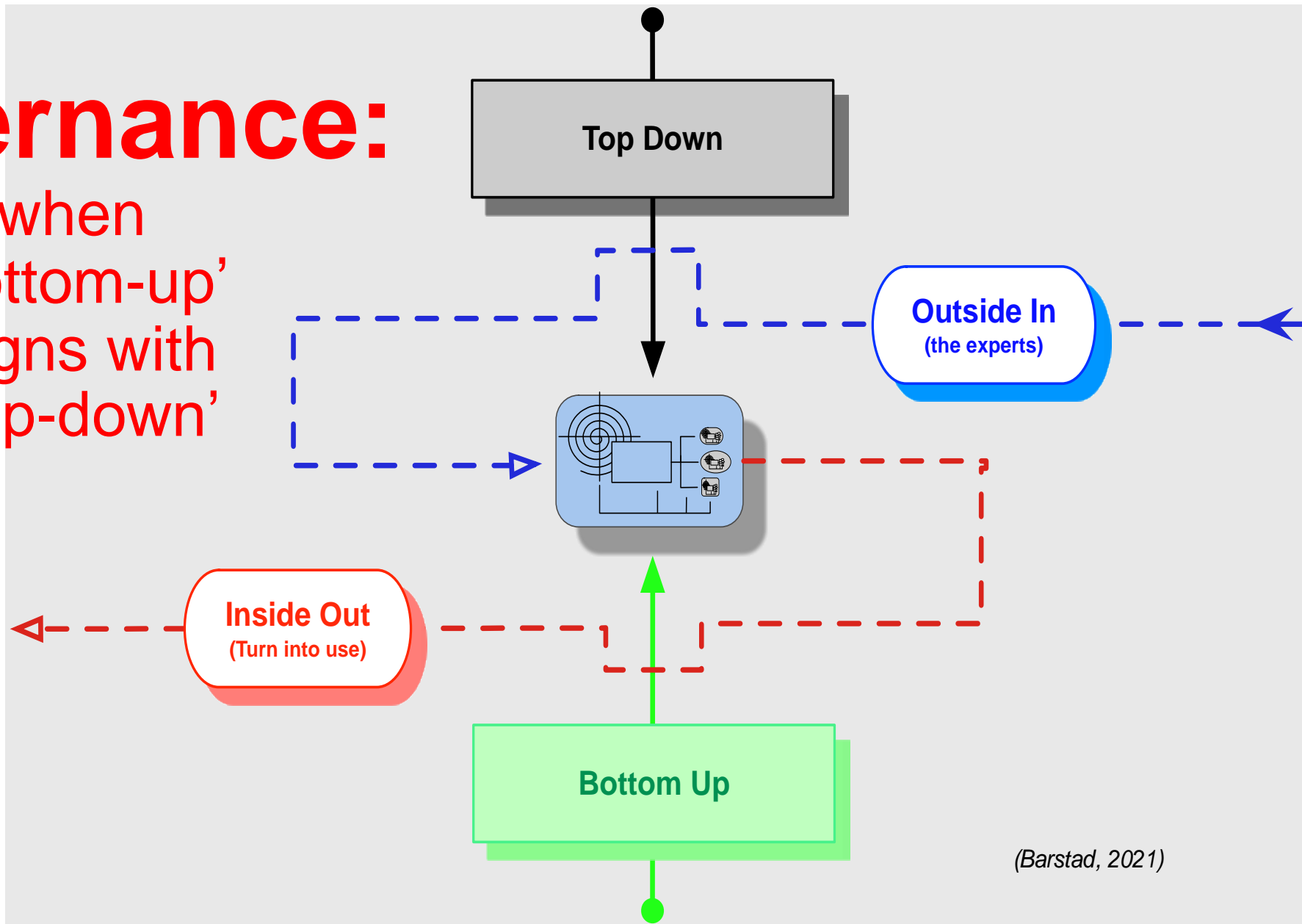
We shall define governance as:

- the complex process
- through which a plurality of social and political actors with diverging interests interact
- in order to formulate, promote and realise common objectives
- by means of mobilising, exchanging and deploying
- a range of ideas, rules and resources

(Torfing et al., 2012)

Governance:

when
'Bottom-up'
aligns with
'Top-down'



(Barstad, 2021)

Bottom up and governance

- The role of governance is for stakeholders to act in collaboration; within their responsibility areas, trying to build sustainable solutions based upon the needs and the strenghts and the interests of all involved participants
- Aims to enhance policy forming – and in particular policy implementation. Not to replace representative democracy
- Inviting more voices into the process to unlock
 - Other possibilities
 - Other resources
 - Other strengths

Learning to Participate

Feels not anymore obvious and «natural»

- Participation is never easy, must grow through experience
- Needs time and circumstances
- Needs nudging and adjustments
- Needs training and room to learn from own mistakes

Facilitating for active involvement a major task to the public

- Who else can be trusted to be facilitators (trainers/educators)
- The public must team up with ‘other good forces’
- Again – must learn what is available and make best possible use of (facilitation-)resources