

A photograph of a room with a large arched window and a radiator. The window is divided into two sections: the top section is arched and shows a view of a building and a blue sky, while the bottom section is rectangular and shows a potted plant. A radiator is visible below the window. A red banner is overlaid on the image with white text.

Co-creation: building a bridge from knowledge-production to change-making



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MDI

Aluekehittämisen konsulttitoimisto

PRESENTATION

- What do we mean by 'co-creation'?
- Why do we use it?
- What is our goal of co-creating today?
- How to make co-creation part of your work?

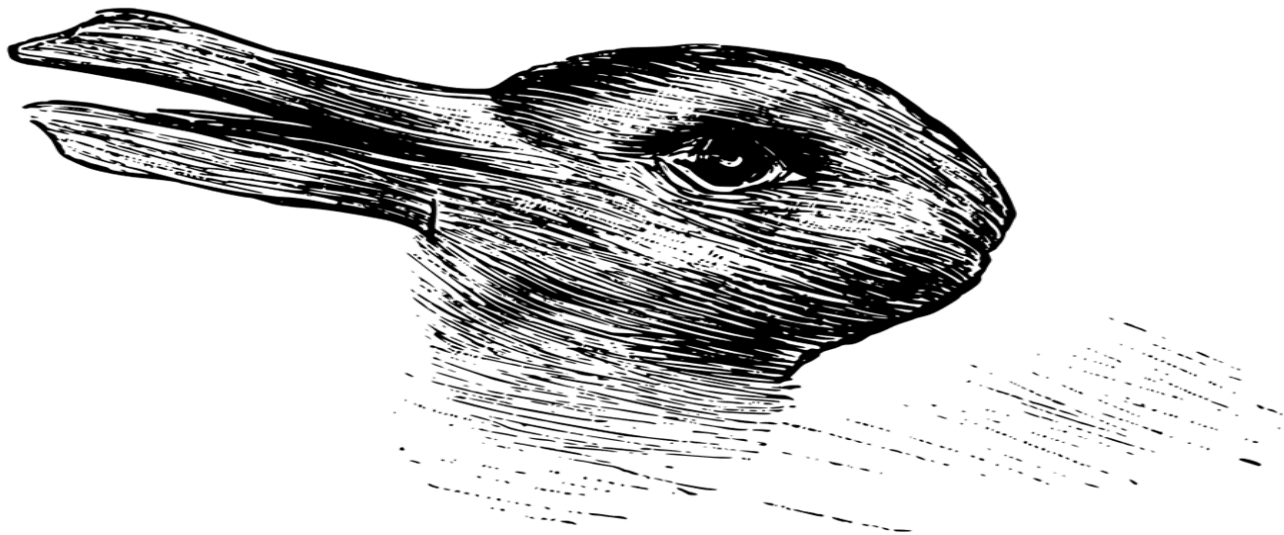
A photograph of a room with large arched windows. The windows are covered with a white, semi-circular pattern that resembles a stylized arch or a window frame. The room has a polished wooden floor and a red upholstered bench with ornate metal legs. A red banner with white text is overlaid across the middle of the image.

CO-CREATION: FROM IDEATION TO IMPLEMENTATION

Co-creation can help to define our problem together and then solving it. It is built on finding a shared understanding, rather than a common understanding.

- **Sharing:** making knowledge more accessible, understandable and easier to use.
- **Strengthening the demand for knowledge.**
- **Posing questions:** "what is not yet known" centre-stage
- **Bridging:** bringing people together ("matchmaking", knowledge-producers to knowledge-users)
- **Providing a forum for dialogue and deliberation**
- **Interpretation:** helping us in finding common ground and contextualising.
- **Empowering:** strengthening diversity and giving voice

WE SEE THINGS DIFFERENTLY...



Source: from the
23 October 1892
issue of *Fliegende
Blätter*

**FINDING TRULY NEW
SOLUTIONS IS HARD
IF ALL PARTICIPANTS
ARE LIKE-MINDED.**


Source: [Hautamäki \(ed.\) 2018: CO-CREATION A GUIDE TO ENHANCING THE COLLABORATION BETWEEN UNIVERSITIES AND COMPANIES,](https://blogs.helsinki.fi/andaction/files/2018/02/HY_Co_creation_web.pdf)
https://blogs.helsinki.fi/andaction/files/2018/02/HY_Co_creation_web.pdf..

When the amount of knowledge is endless, the interpretation and use becomes the most valuable skill

”Expertise is domain-specific, but the new challenge is that in order to solve complex and wicked problems of modern world, we need hybrid expertise that also crosses the borders of disciplines”

(Source: Kirsti Lonka (2018): Phenomenal Learning from Finland, p. 30)



The background of the image is an office interior. A sign with the text "NURTURING CULTURAL CHANGE" is mounted on a wall. Below the sign, there is a red banner with white text. In the foreground, a green plant is visible on the right side. To the right of the plant, there is a clipboard with papers attached to it.

NURTURING CULTURAL CHANGE

HOW TO MAKE CO-CREATION PART OF YOUR WORK?

Engage in dialogue!

- Do not talk to yourself, dialogue is a conversational exchange not a monologue.
- Do not assume that only your own opinion is important and worth expressing.
- Tell what kind of thoughts and emotions arise from the experiences of others.
- Do not hesitate to tell your opinion and do not be afraid of confrontation.
- Ask if you do not understand what the other person is saying, do not presume.
- Speak only for yourself, do not refer to a collective (“we know / it is known”)
- Let everyone speak in peace, do not interrupt or talk out of turn
- Listen to what others say and want to say
- Encourage others to express themselves
- Continue the ideas of others and develop the idea further 11. When criticising, be constructive: “Could one think about this in such a way ...”
- Use language that others understand and avoid using jargon. (Source: Hautamäki, op.cit., p. 29)



WHAT IS THE GOAL OF CO-CREATION TODAY?

Finding out what we can agree on, where we need further work and where we want to go next



- Workshop round 1 (10.15-11.00): Start by going through the group, introducing everyone and each having a first say on what is most important for him or her on this point when it comes to taking the knowledge into action: **how to improve coverage and participation?**
- Workshop round 2 (13-14): moving to concrete examples and proposals, i.e. identify some examples on country or regional level to share and what concrete themes and questions should be included in the Action Plan against Cancer and Cancer Missions (incl. research collaboration needed).
- Share and build on concrete examples of where the bridging from knowledge creation to utilisation has been particularly successful
- Build on what the previous person said and listen!

Tables, rapporteurs and table-specific topics 1/2

- 1. Table Breast cancer: risk adjusted strategies, rapporteur Marina Pollan
- 2. Table Breast cancer - inequality, including issues how to improve coverage, rapporteur Katja Kovse
- Table Lung Cancer - rapporteurs Tit Albreht and Marco Zappa, questions: What implementation research needs (Tit), The synergy in cancer prevention: the optimal strategy to prevent lung cancers (Marco)
- Table cervical cancer - rapporteurs Annarosa Del Mistro and Susanne Weg-Remers , table specific questions How to improve coverage and participation (Annarosa) and vaccination coverage and risk stratification (Susanne)
- Table Innovation: Data, AI and personalized screening potential - rapporteur Tytti Särkeälä and Social innovations: services, health systems, inequality - rapporteur Giske Ursin.

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Tables, rapporteurs and table-specific topics 2/2

- Table Colorectal Cancer: Risk-adjusted possibilities, genomics, gender, risk profiles - rapporteur Pekka Jousilahti, Inequality, how to improve coverage, tools for policy - rapporteur Edit Marosi, How to integrate primary prevention into the screening programme - rapporteur Annie Scott Anderson
- Table prostate cancer -most evident methods to balance the benefits and harms - rapporteur Urska Ivanus and Evidence, what is needed next, most promising methodologies for trials - rapporteur Hein Van Poppel
- Table guidelines - Guidelines for effective screening? Rapporteur Robert JC Steele

Reporting from the table discussions

- What were the main points you wish to share with colleagues today? (3 main points or proposals for future agenda, 14-14.45)
- The longer version of your table's discussion and action points for the future will be summarised in writing by the rapporteurs and shared after the meeting



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