ADELAIDE LIVING LABORATORY: CO-CREATION METHODOLOGY

Research Question

What are the optimal conditions for applying a co-creation approach to projects in the built environment?

Methodology

This research is centred on a case study project in Adelaide, SA.

Value Network Analysis (VNA) has been used to capture the value exchanged between stakeholders involved in the project. This method, originally developed for business consulting is built upon in this research in three ways:

1. Evaluating a network rather than a company, product, or service
2. Adding 'black boxes' to capture the effect of processes on value
3. Using multiple perspectives to explore asymmetrical value recognition.

Results

The case study results describe a wide variety of forms of value, and a misalignment in the recognition of the value of exchanges between end-users and professionals (architects, project managers etc.).

For value transferring from end-users to professionals (Figure 1), concrete forms of value, such as knowledge, ideas, and designs, form a significant proportion of the contribution reported by users, but were not described by professionals as being received.

"They were asking our opinion on decisions that had already been made."

(end-user)

For value transferring from professionals to end-users (Figure 2), personal forms of value, such as enjoyment, recognition, or enhancing one's sense of worth, are significantly reported by end users but not well recognised by professional actors.

"You feel like you've contributed, you feel like you've been respected."

(end-user)

Both groups however, recognise a significant amount of negative value being generated through the case study.

"I wouldn't have been surprised if people took stress leave [afterwards]"

(project manager)

By understanding this value, there is an opportunity to redesign processes to target reductions in negative value, enhancements in positive value, and a realignment of tools with intended outputs.

This research proposes a new framework for considering these elements, alongside an intended outcome of participation at the start of a co-creation process (Figure 3).

Conclusions

A more nuanced exploration of value and end-user participation in the planning of co-creation activities helps align intentions with outcomes.

There is also an opportunity for the capturing of intra-network forms of added-value to help clients and funding bodies justify the extra time, cost and complexity associated with undertaking a co-creation processes.

Anticipated impacts

This framework can help government and industry to build a more nuanced understanding of consultation processes, and help outcomes of user engagement align more closely with strategic goals.

Further information

Further information about this project can be found via the CRC for low carbon living website or by contacting the research team via the details below.

Contact

Aaron Davis

The University of South Australia

E: aaron.davis@mymail.unisa.edu.au

Twitter: Aarondavis1986

Figure 1: Types of value (% of total) described as transferring from end-users to professionals
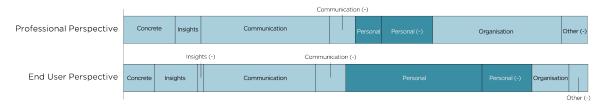

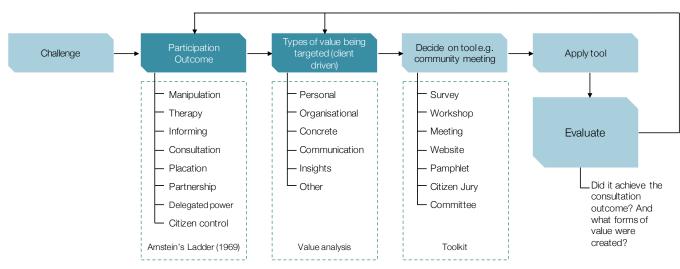Figure 2: Types of value (% of total) described as transferring from professionals to end-users

Figure 3: Framework for the design of co-creation processes (simplified)

LOW CARBON LIVING CRC