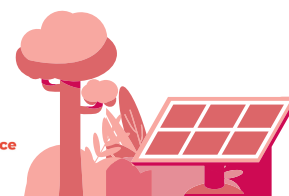


## Co-creation in action in the EU Mission “Climate-neutral and Smart Cities” – the Gothenburg pilot



**mosaic**

Mission-Oriented Swafs to Advance  
Innovation through Co-creation



### Introduction

This pilot case study aims at supporting public administrations, namely cities, who wish to enable co-creation processes at the territorial level in the realm of the EU Mission “[Climate-neutral and Smart Cities](#)”. The pilot has been implemented within the framework of [MOSAIC](#), an EU H2020 project, committed to study, design and test co-creation as a method to address Mission-related challenges by developing shared solutions.

MOSAIC provides local public authorities and other interested R&I actors with inspiring examples and practical suggestions, emerging from real settings and experimentations, on how to implement Open Innovation through a type of co-creation that engages stakeholders from the quadruple helix in the process.

### MOSAIC methodology

The [MOSAIC methodology](#) builds on the experience of several multi-stakeholder engagement practices run in the framework of EU-funded initiatives and beyond. MOSAIC sees co-creation as an open and participatory approach to innovation in which actors from the quadruple helix (researchers, policy makers, industry and civil society) work together to co-produce tangible outcomes, such as technological tools or services. The approach adopted in the project covers all phase of the co-creation journey, from the selection and formulation of the challenge to be addressed in the process, all the way to ensuring that outcomes are strongly anchored to local policies through a genuine commitment from city representatives.

The MOSAIC methodology revolves around the concept of Responsible Research and Innovation (RRI) and emphasizes inclusivity and fairness aspects of the process, by for example providing suggestions on fair rewarding mechanisms for participants taking part in co-creation.

### Challenge

The co-creation challenge selected by Gothenburg has been focused on how to make mobility in the South-West area of the city more sustainable while keeping the same quality of life. The reason for choosing this challenge is that mobility is seen by the city as a key aspect to tackle: due to its wide geographical spread, it is common for its inhabitants to commute by car. A specific area of

the city was identified as particularly interesting to focus on. It is composed of wealthy neighborhoods, with the highest environmental impact and a high concentration of cars. While the city sees reducing cars, spaces for cars, and commuting by car as a key priority, it was decided to formulate the challenge in a neutral way, in order not to bias potential ideas. Three city departments have been involved in the challenge selection process: Mobility, Environment and Democracy and citizen services.

### Co-innovators

Participants in the co-creation process were engaged through an open call, launched and promoted by the city, with the support of [Stickydot srl](#) (a company specialized in co-creation and MOSAIC coordinator), as well as [Digidem Lab](#), a local cooperative dedicated to participatory democracy. The call was promoted through several city-owned channels, and complemented by personalized invitations to a large number of local actors. A total of 42 persons expressed interest to be part of the process (14 citizens/civil society, 9 industry/SME representatives, 5 students/researchers, and 14 representatives of various city agencies and departments). The call stayed open for 7 weeks. Apart for the above-mentioned city departments, representatives from the city’s agency responsible for public transport services ([Västtrafik](#)) also joined the process.

### Process

The co-creation process followed 3 phases and lasted a total of 10 months:

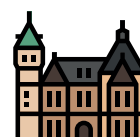
- During the **Preparatory** phase (2 months), city representatives from the three above-mentioned department, together with the project coordinator Stickydot srl, worked on the definition of the co-creation challenge through dedicated online workshops and meetings. This included an extensive mapping of potential participants from various stakeholders’ groups.
- The second phased focused on the onboarding of the co-creation process participants (3 months). It started with the preparation and publication of a call for expression of interest, followed by extensive promotional activities targeting mapped stakeholders. The phase culminated with **the Gathering**, composed of two half-day workshops, which represented the kick-off of the co-creation activities. During the



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Gathering, almost 40 participants from all 4H stakeholder groups brainstormed on challenges and potential ideas to strengthen mobility in the selected area of the city. Three teams formed by the end of the event, composed by various types of stakeholders, each of them working on a specific shared solution for the challenge. By taking part in the Gathering, participants committed to actively joining the following phase and assume “ownership” of their suggested ideas.

- During the third and longest phase (5 months), groups’ ideas went through a carefully facilitated process of **ideation and prototyping**. As a first step, each group dedicated time to exploring various aspects of the ideas that had started emerging during the Gathering. This was followed by meetings dedicated to the creation of a storyboard to further describe the idea, and a visit to a local maker space, where each group had the opportunity to create a prototype of their idea. Finally, ideas were tested at two open events, one of them being a large festival happening in the city at the end of the summer. Groups met at least twice a month for 4 months, in various locations, mostly made available by the city. Additionally, all groups met together once a month in a panel session, to exchange about their ideas developments, and to be inspired by external speakers.

## Impact

Ideas emerged during the MOSAIC pilot in Gothenburg have sparked many interesting reflections and food for thoughts at the city level. First and foremost, they have shown how such processes are not only possible (most participants stayed engaged throughout the entire journey), but they also bring an added value to ongoing city priorities and actions, while representing a pleasant experience for most people involved.

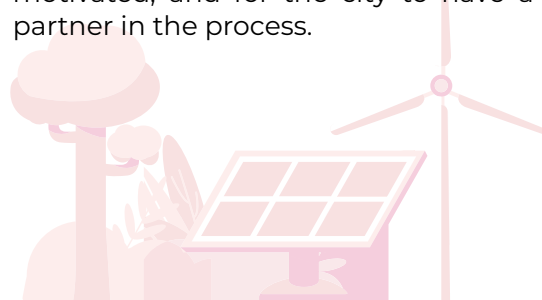
Three main ideas emerged from the groups work:

- The creation of Mobility Hubs which could allow for better and safer mixed transportation solutions, while also representing spaces where offices and various types of community activities could be organized, therefore considerably reducing the need for long commuting.
- An enhanced form of carpooling with a social component, allowing users to share rides with people sharing similar taste in various things, similar jobs, or wanting to meet new people.
- Replacing parking areas with local community spaces which could represent a location for a variety of activities, all focused on socialization and community services which are rarely available in decentralized neighborhoods.

All solutions focus on two key aspects which represent strong enablers of the city desired changes towards climate transition: the need for social incentives which could motivate people to act differently in their mobility patterns, and the need for better and more human-centered services at local level. The city is currently looking into ways to exploit these suggestions in its future mobility planning. Overall, the pilot experience was positively evaluated by participants, including representatives from the private sector, who saw in it a networking opportunity but also an eye-opener in terms of the importance of looking into broadly societally desired futures and not only short-term user experiences. The process also contributed to building bridges and trust among different stakeholders, generating new collaborations that will last beyond the project lifetime.

## Key lessons learned

- Co-creation leads to complex ideas, touching upon several aspects of a city development. Mobility solutions have strong social components that affect various spheres of people’s lives, and they should not focus exclusively on efficiency or other types of measurements.
- Transdisciplinary is key to make use of co-created ideas, and several city agencies and departments should be mobilized around a co-creation process to ensure its uptake. Housing, well-being, education and IT infrastructure are just some examples of the elements that co-generated ideas touch upon.
- Exploring societally desirable solutions might not lead to extraordinary futuristic solutions, and it might provide already explored ideas. What is unique about this type of processes is the added value brought to these ideas by the collective intelligence emerging from the collaboration between individuals with very different types of expertise. It will tell you a lot about what could motivate citizens and companies to get on board on a city’s transition journey.
- Sound and carefully planned facilitation plays a key role in the process, to keep moving towards the desired outcomes, to overcome potentially challenging interactions, to keep participants motivated, and for the city to have a trusted partner in the process.



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