



PRACTICE ABSTRACT NR. 30

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Guided co-creation – the importance of visual representations in letting creativity unfold

The AgriLink living lab team in Latvia is developing an online information repository to improve the interaction of farmers and producers with advisors in horticultural processing. In the initial stages, the team focused on the co-creation aspect of the living lab methodology. The team discussed the current knowledge and information needs, and existing sources of knowledge and information at several specialised events. This was done to make sure that the online platform, and the way its content is structured, is fit for purpose. The process challenged the team's assumptions about how ready people are to get involved in co-creation when the idea is still quite general and required the team to adapt its approach to elicit responses from the target audience. Specifically, it quickly became clear that participants found it hard to offer concrete suggestions, even though the overall idea was believed to be clear.

A crucial moment was the creation of a visual representation of the online tool, which was developed in collaboration with an artist. The visual material allowed people to give more specific feedback and recommend ways of structuring the information so that it is clear and transparent to the farmers and entrepreneurs who will use it. This suggests that productive co-creation may require team leaders to provide concrete representations of the intended result, without being afraid to take the lead and guide the creative process.

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COUNTRY/REGION:

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ADDITIONAL INFORMATION

The living lab in Latvia takes the co-creation aspect of the living lab process seriously, and attempts to involve the potential users of the platform, and stakeholders more broadly, in the development stage to make sure that the final product (i.e. the online platform) is fit for purpose. To create chances for the intended end-users to express their opinions, the idea for the online platform was presented at several public events (August and October 2018, March, April and June 2019). The aim of these interactive presentations was to encourage feedback on what the platform should contain, and stimulate reflection of the advisory needs that are currently not being met. The feedback we received from the participants was useful and we have now moved ahead with building the actual platform.

The creation of the platform is not the only purpose of the living lab. In this regard, the reputation and experience of the facilitator Dalija Segliņa has been crucial for building relationships and identifying key stakeholders that should be engaged at specific points in the project. This will hopefully allow the Latvian living lab to build new connections among key players in the Latvian advisory landscape and encourage the development of new innovation support services around the online platform.

Updates on the living lab in Latvia can be found [here](#).



ABOUT AGRILINK

Agrilink is a multi-actor project funded by the European Union's Horizon 2020 research and innovation programme. It brings together 16 partners from 13 countries, including universities, applied research institutes, advisors and consultants from public organisations, private SMEs, a farmer-based organisation and specialists in communication and distance learning.

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All the Practice Abstracts prepared by the Agrilink project in the EIP-AGRI common format can be found here: <https://ec.europa.eu/eip/agriculture/en/find-connect/projects/agrilink-agricultural-knowledge-linking-farmers>