



# mosaic

Mission-Oriented Swafs to Advance  
Innovation through Co-creation

## Open science in practice through co-creation - case study from Gothenburg

**Maria Zolotonosa, Stickydot**

15 June 2023



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No. 101006382 - H2020-Swafs-2018-2020 / H2020-Swafs-2020-1



# MOSAIC – what is it all about?



# MOSAIC – what is it all about?

- Achieving the Mission is only possible when all concerned stakeholders work together
- MOSAIC is proposing a novel method for co-creating solutions in a Mission context
- Gothenburg and Milan are our testbeds for innovation
- EU-funded projects with 5 partners



# What is co-creation for MOSAIC?

Co-creation as Open Innovation (**Co-innovation**) is a form of collaborative innovation, which is initiated by one or more members of the Quadruple Helix (a company, citizens or citizen group, research organisation or public agency), and involves contributors or co-creators from the other “helices” but above all from civil society to co-produce tangible outcomes, such as technologies, services or new organisational structures.

The creation of new ideas and concepts

# What is co-creation for MOSAIC?

Co-creation as Open Innovation (**Co-innovation**) is a form of collaborative innovation, which is initiated by one or more members of the **Quadruple Helix** (a company, citizens or citizen group, research organisation or public agency), and involves contributors or co-creators from the other “helices” but above all from civil society to co-produce tangible outcomes, such as technologies, services or new organisational structures.

The creation of new ideas and concepts

Genuine collective action on design and development

# What is co-creation for MOSAIC?

Co-creation as Open Innovation (Co-innovation) is a form of collaborative innovation, which is initiated by one or more members of the Quadruple Helix (a company, citizens or citizen group, research organisation or public agency), and involves contributors or co-creators from the other “helices” but above all from civil society to co-produce tangible outcomes, such as technologies, services or new organisational structures.

The creation of new ideas and concepts

Genuine collective action on design and development

Lead towards concrete and measurable outcomes



# GOTHENBURG



mosaic

PILOT CITY







## **PHASE 1: CHALLENGE DEFINITION AND STAKEHOLDER MAPPING (Sept-Dec 2022)**

### **Objectives:**

- To select the challenge for co-creation
- To get a deeper understanding of the context around the chosen challenge
- To map quadruple-helix stakeholders to engage in the process
- To launch and promote a call for applications





# Var med och bidra till ett hållbart resande i Göteborg

Lyssna

Publicerad 11 januari 2023

Göteborgs Stad och EU projektet Mosaic, erbjuder en unik möjlighet att bidra till ett hållbart resande i Göteborg.

innovativt och samskapande innovationsprojekt (invånare, föreningar, lokala företag, forskare tillsammans utveckla mobilitetslösningar som



## Phase 1 in Gothenburg

### Who is engaged at city level?

Representatives from the city departments  
Democracy and citizens services, Urban  
Environment Management, Environment and  
climate, Traffic, Business Region Gothenburg

### The challenge

How to make mobility in Gothenburg more  
sustainable while keeping the same quality of life.  
Focus on a particular area of the city: route 158.

### Stakeholder mapping

- Joint mapping workshop with city representatives.
- Call and application form published, active promotion



## PHASE 2: STAKEHOLDER RECRUITMENT AND THE GATHERING (Jan-Feb 2023)

### Objectives:

- To bring together and onboard future co-creators
- To set up and run the launch event, The Gathering, where collaborative work starts
- To form quadruple-helix groups who will work on the co-creation ideas





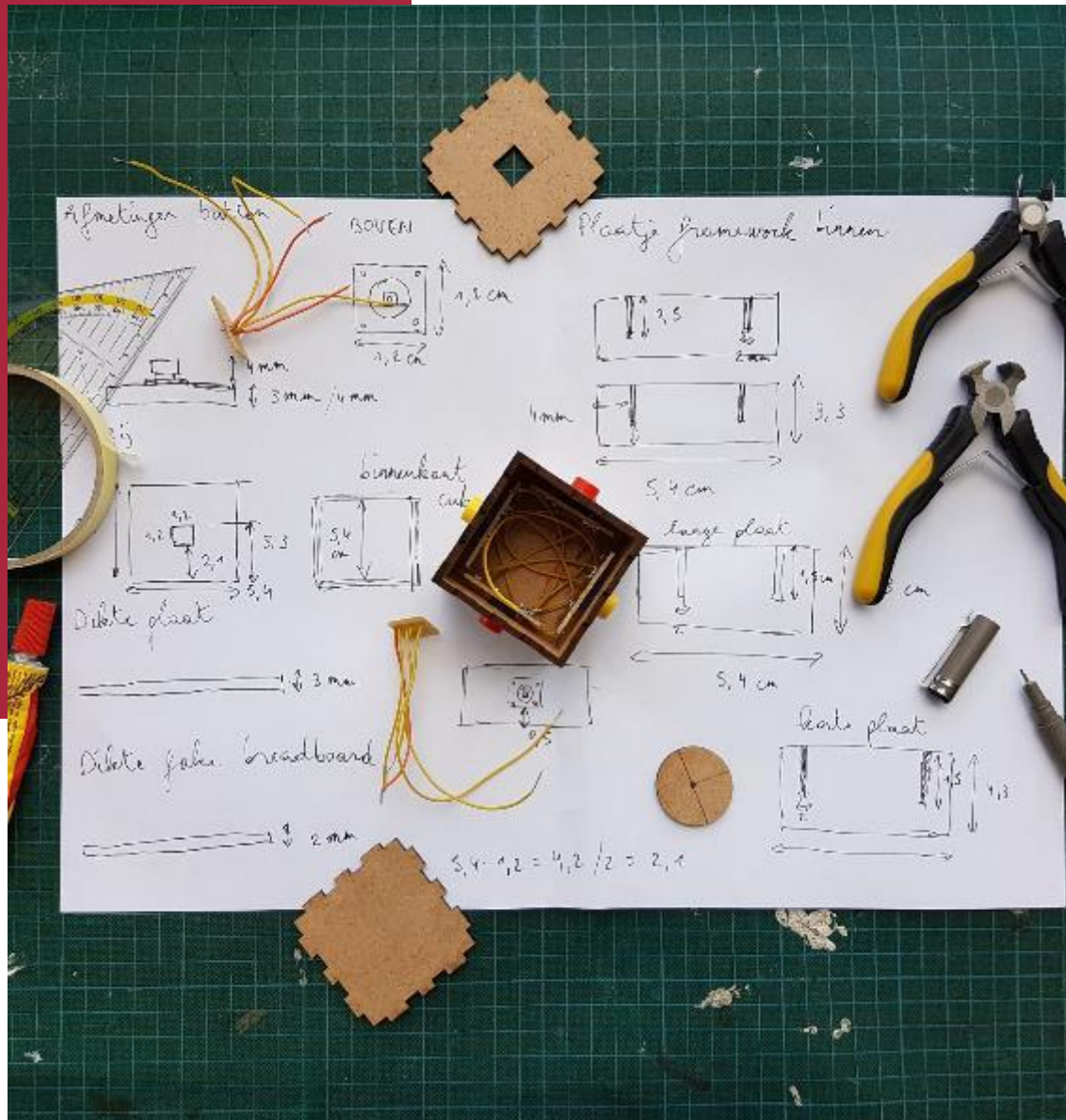
# Phase 2 in Gothenburg

## Recruitment

38 applicants (no selection). Important to keep the balance between stakeholder groups

## The Gathering

Around 35 participants, including representatives from the Gothenburg city administration and Västtrafik. Duration: 2 half days (4 hours each). Groups formation: various main clusters of ideas, 3 groups around the most voted ones.



## PHASE 3: IDEATION, DESIGNING, PROTOTYPING (MARCH-AUG 2023)

### Objectives:

- To collaboratively generate ideas for solutions
- To increase the innovation potential of the solution through co-innovation
- To design / prototype tangible and concrete products, services or organisational structures
- To test such solutions by allowing users to experiment and interact with the prototype



# Phase 3 in Gothenburg

## Organizing the 3 groups:

Balance among the four helices (except for academia); Strong need for support and facilitation - one facilitator per group.

## Tools and workflow:

- Each team met 5-6 times
- Professional facilitation of each team
- Three inspiration sessions with external speakers
- Use of the makerspace
- Public event to pitch ideas and gather feedback





## Idea No 1: Social car-pooling

- An enhanced car-pooling app
- With a strong focus on local needs and social interactions
- Uses public transport lanes to avoid traffic





## Idea No2: Sustainable community space

- What if a parking area was to be replaced by sustainable multipurpose community space?
- Local families use cars less by using it as a space for remote working, kids activities and much more
- Companies sponsor it as their hub in another part of the city





### Idea No 3: Mobility hub

- Can families with children living in suburbs avoid having a car?
- A Mobility hub could be an answer. It combines a shuttle bus with micro-mobility solutions situated in strategic points e.g. schools and pre-schools
- App that combines these different means of transportation into one platform



# Lessons learnt

- Commitment to use the outcomes of the co-creation process is key
- Inviting and involving stakeholders is not easy and requires time and dedication
- Assess potential conflicting interests that can impact collaboration.
- Citizens' engagement: lack of supporting conditions can lead to biased groups.
- The use of professional facilitation is important
- Spaces and tools like makerspaces help with the creative process
- Set clear rules about IPR management.



# mosaic

Mission-Oriented Swafs to Advance  
Innovation through Co-creation

[maria@stickydot.eu](mailto:maria@stickydot.eu)

[www.mosaic.eu](http://www.mosaic.eu)



@mosaic\_eu



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No. 101006382 - H2020-Swafs-2018-2020 / H2020-Swafs-2020-1