



TOLERANCA

THE CO- CREATION TOOLBOX

Awaken the sleeping potential
that lies in every participant.



www.toleranca.eu

ACTIVATE YOUR PARTICIPANTS

Learn how to design an open event space, where the attendees, organisers, speakers and moderators are co-creators.

The TOOLBOX includes some of the most popular co-creation methods and techniques. The foundation of these methods is active participation that awakens individual and collective potential.



Tool 01

SAFE SPACE

Type	Icebreaker		
Goal	Firstly, we should define some rules of communication with the participants. A safe space in which everyone feels comfortable, ready to express their opinions and share suggestions.		
How to use	At the start of the event, the moderator writes the agreed-upon principles of safe communication on a large piece of paper. The final version of the poster should be hung somewhere where everyone can see it. The participants are encouraged to let the moderator know if the rules have been broken during the event.		
Participants	5–2000+	Time needed	10 minutes for setting up the safe space

Tool 02

ONE WORD METHOD

Type	Icebreaker		
Goal	Bonding through a simple game of forming words and sentences in an unusual, quirky way.		
How to use	The participants are split into groups and asked the same question. Each group has to form a sentence that answers that question. But there's a catch. Each participant can only use one word. The first person in the group says one word connected to the topic. The next person continues with another word. Eventually, the group creates a whole sentence.		
Participants	Groups of 3– 5 (up to 100 participants)	Time needed	5–10 minutes

Tool 03

QUOTES

Type	Icebreaker		
Goal	The key is for the attendees to get to know each other in a creative, collaborative way.		
How to use	Statements connected to the topic of your event are prepared in advance. We recommend having 25% more statements than there are participants prepared. Each participant picks up one quote, then picks a partner and partners begin to discuss what the quote says to them, if it is meaningful, and how... Then, after a minute or so (very short), the facilitator gives a signal and participants switch partners, and switch quotes as well if the participants wish to do so.		
Participants	10–200	Time needed	15 minutes

Tool 04

WALKING BRAINSTORM

Type	Icebreaker		
Goal	Crowdsource and build on each other's ideas without being distracted by personality types.		
How to use	This introvert-friendly brainstorming technique helps groups of any size to generate and build on each other's ideas in a silent but dynamic setting. Every participant receives a block of post-it notes and a marker. Silently, they walk around the room and share their ideas on posters by sticking post-it notes on the poster. When the time is up, you can either debrief with the entire group or split the group into small teams who work on the different posters and then share their results with the group.		
Participants	2 and more	Time needed	5–15 minutes



Tool 07

OPEN SPACE

Type	Problem-solving		
Goal	The purpose of the "open space" method is to create a stimulating environment for talking deeply about important topics that are actually relevant for the attendees.		
How to use	The conversation's content is dictated by the interests of the group members, who actually get the conversation started. This method does not require a moderator, as talking points sprout on their own . Because of the open format, events that follow this method have transformational potential for individuals as well as groups. Open Space is a simple but effective way to encourage productive conversations that inspire everyone in the group.		
Participants	5-2000+	Time needed	2-6 hours

Tool 08

CARROUSEL

Type	Problem-solving		
Goal	A quick technique for discussing a chosen topic, collecting opinions, reflecting on those opinions and evaluating them.		
How to use	The participants are split into groups, preferably 3 to 4. Members of each group are chosen randomly and the method works even better if they don't know each other. The group prepares a question/thesis and chooses a reporter, who writes the ideas on a board. The group discussion lasts 20 minutes and the reporter stays by the board. All members of the group except the reporter move clockwise to the next group, where the reporter presents them with the ideas of the previous group. At the end, all groups evaluate the adequacy of ideas presented and reflect on the topic.		
Participants	A minimum of 3 groups with 3 members (the maximum is 36 attendees per moderator)	Time needed	30 min for quick brainstorming and up to 2 hours for a more in-depth idea evaluation process.



Tool 09

COLLECTIVE STORY HARVESTING

Type	Collective learning		
Goal	Collective Story Harvesting is a storytelling process to unveil multiple aspects, facets, and insights hidden deeply in the experiences of individuals and teams.		
How to use	Firstly, the participants agree upon aspects of the story that they would like to explore more comprehensively. This is called an Arc, and it can be a Narrative Arc, Emotional Arc or Process Arc. Based on moderated questions, the groups present their stories. Throughout the process, we monitor the responses of presenters and attendees. This is followed by a group re-interpretation of individual stories. Group harvesting is an ideal way to surface the many insights, innovations and ahas that exist beneath the surface of our stories and to take learning to a deeper level.		
Participants	5–100 participants	Time needed	1.5–2 hours

Tool 10

WORLD CAFE

Type	Innovation Generation		
Goal	World Cafe is a method for creating live networks of cooperative dialogue about questions that are important in your organisational environment.		
How to use	The entire event venue gets transformed into a cafe. The participants form tables with 4 to 6 participants, each table covered with drawing paper and pencils. Each table chooses a host who will stay at the table for the duration of the process. After a half-hour discussion about a specific topic, everyone except the host moves to the next table, where another host presents the findings of the previous group. Another half-hour discussion follows. After the final discussion, participants are invited to write the most important findings from the talks on the board. The moderator goes around and reads some of the most interesting ideas. The participants are invited to create a gallery of concrete ideas that they have written down on the paper.		
Participants	12–2000+	Time needed	35–60 minutes



Tool 11

PECHA KUCHA/IGNITE

Type	Idea Generation		
Goal	A fast and fun way to present projects, pitch ideas, etc.		
How to use	<p>Pecha Kucha presentations are limited to 20 slides, each 20 seconds long. Because the presentations are so short, participants have to think about what they will include in the presentation and how they will get to the point. The presentations take place in a relaxed atmosphere and are followed by a short discussion. Ideally, 5 different projects should be presented.</p> <p>Ignite: Similar to Pecha Kucha except using 15 slides for 20 seconds per slide (5 minutes total).</p>		
Participants	10–200	Time needed	1–3 hours

Tool 12

MIND MAPPING

Type	Idea Generation		
Goal	An intuitive way of organising ideas into a mind map, helping visualise the conclusions that the group has come to.		
How to use	<p>Mind maps are one of the oldest and most reliable ways of arranging ideas around a central theme based on their importance. With its orderliness, a mind map can help attendees understand the bigger picture and draw conclusions faster. Mind maps aren't just used for making lecture notes. They can be a very creative tool for better recollection and more efficient problem-solving. Mind mapping is basically grouping individual concepts based on natural associations. This way, new ideas are born, deeper meaning is found and wider understanding is reached.</p>		
Participants	10–200	Time needed	30 minutes and more

Tool 13

STORYSLAM

Type	Collective learning		
Goal	Build empathy by retelling someone's story.		
How to use	<p>The participants tell a five-minute story from their life that is connected to the theme of the event. The story must be told off the top of the head, live. It is a very efficient way to create authentic, emotional connections between participants. You can include all of the participants in the process or divide them into groups of storytellers/performers.</p>		
Participants	6–40	Time needed	2–3 hours

Tool 14

ELEVATOR PITCH

Type	Collective learning		
Goal	Elevator Pitch is a unique technique for selling your skills , knowledge and experience to an important person in a very short period. The goal is to pitch your idea in one minute or the time that it takes an elevator to get to the important person's floor.		
How to use	The participants are divided into groups as typical clients. It is recommended that you build a few buyer profiles which the attendees will be able to identify with. They are presented with essential information and a scenario for preparing their pitch (Features, Benefits, CTA, Google Keywords, Competitors). They prepare the pitch with the following segments; Intro, Problem, Solution, Benefit, Success and Call to Action. One group member is chosen as the pitcher, and their mission is to charm the rest of the attendees with their pitch. An award is given for the best pitch.		
Participants	12–200	Time needed	45–90 minutes

Tool 15

SPECTROGRAM

Type	Problem-solving		
Goal	This exercise is ideal for highlighting the range of perspectives in a group.		
How to use	A simple method for sharing standpoints and opinions. The conference hall set-up should allow the attendees to be split into two groups, each on one side of the hall. The groups can also be separated using some tape. Two standpoints are presented by the moderator, and participants can choose which side of the room they will sit on. The moderator proceeds by asking the two groups questions in the form of an interview. This method is great for charging up event rhythm and as a foundation for a more in-depth debate.		
Participants	10–2000+	Time needed	5–20 minutes for setting up, 60 minutes for debate



Tool 16

CAMPFIRE

Type	Collective learning		
Goal	A collaborative learning process that can be used in a room or outside, around an actual campfire, or via technology. Seating in a circle is recommended.		
How to use	Campfire Sessions begin a lot like a traditional presentation, with a speaker (or multiple speakers) presenting an idea to a group of people. After 15 or 20 minutes, however, the focus shifts from the presenter to the audience. For the remainder of the session, the presenter becomes a facilitator, inviting comments, insights and questions from those around the fire. Campfire sessions allow attendees to drive their own learning and share experiences with others, which also assists with networking.		
Participants	5-20	Time needed	90 minutes

Tool 17

AFFINITY MAPPING

Type	Problem-solving		
Goal	Content, ideas and suggestions created by the participants are arranged into a structured whole for better clarity.		
How to use	The participants are divided into groups and presented with a question or challenge. After some deliberation, they write their ideas on post-it notes. Each group writes down 3 to 6 ideas. The post-it notes are then grouped together based on the similarity of the idea. A large panel of post-it notes is created and the participants get a better sense of the presented challenge. Ideally, 3 to 5 topics are created, each with plenty of post-it notes next to it.		
Participants	3-50	Time needed	20-30 minutes

Tool 18

RAPID DEMOS

Type	Idea Generation		
Goal	Conveying content in a short presentation.		
How to use	This method requires you to set up a project marketplace with stands for each presenter. The participants move along from one presentation to the other. Each presentation should be 5-10 minutes long and the entire process should last about one hour. This is an extremely efficient way for numerous presenters to showcase their projects.		
Participants	20-1000	Time needed	1-2 hours

Tool 19

FISHBOWL/SAMOAN CIRCLE

Type	Collective learning		
Goal	A panel is useful for interactive discussions among many people. It allows the entire group to participate in a conversation.		
How to use	Four to five chairs are arranged in an inner circle. This is the fishbowl. The remaining chairs are arranged in concentric circles outside the fishbowl. The facilitator or subject matter expert gives a short input of 5–10 minutes which sets out the general outline of the discussion, and after that, the inner circle starts its discussions. The outer circle usually listens and observes. Whenever someone wants to participate and move to the inner circle, a participant from the fishbowl must free a chair and move to the outer circle.		
Participants	10–200+	Time needed	45–60 minutes



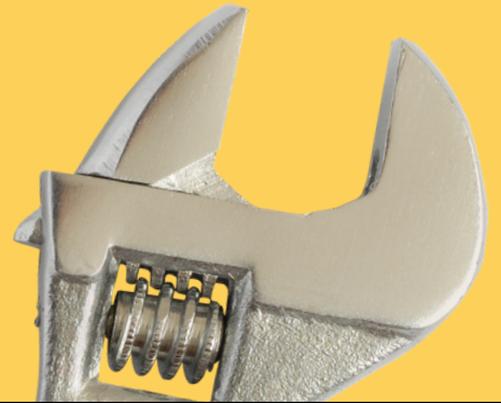
Tool 20

THE LONG TABLE

Type	Problem-solving		
Goal	The goal is to discuss the most challenging topics and problems.		
How to use	The long-table format is part dinner party, part public discourse, and part unscripted theatre, with the lines blurred between audience and speaker. The room is staged with a long table, of course, set with many seats and microphones, as if a panel is going to address the audience— except the panel is made up of only a few official speakers; members of the audience who have something to contribute may simply rise from their seats and join the table. If there isn't an empty seat, the new guest simply taps an existing guest on the shoulder, asking to take their place. The Long Table originated as a performance installation, developed by artist Lois Weaver, which experiments with using the private form of a dinner party as a structure for public debate.		
Participants	30–200	Time needed	60–120 minutes

The techniques that you just went through are part of the many tools that you can use to realise the co-creation concept at your next event.

**IF YOU ARE LOOKING TO TAKE YOUR
EVENT DESIGN TO THE NEXT LEVEL,
TOLERANCA MARKETING IS THE
RIGHT ADDRESS.**



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