Three ways to co-create across social norms

1. Co-create with ALL stakeholders and co-create ALL the time.

How?

Include the target group before the programme is established and designed.

Involve the donor in conversations and decision making around social norms.

Make sharing and learning with all a central part of your process.

2. Question yourself and trust the others

How?

Be transparent about your own agenda and the social norms you stand for; both internally and externally.

Allow others the time and opportunity to do the same.

Don't work from a single truth, question your own assumptions and be open to creating different routes towards the same objective.

Design yourself out of the programme as soon as possible and let the end users co-create their own solution.

3. Create a safe space where you can establish a common ground.

How?

Work with cultural translators in your sessions who can help to identify inexplicit social norms.

Create spaces where like minded people can speak safely, but also create space for exchange between different viewpoints.

Mitigate power relations through rules and in body language. Think about who sits where and who speaks when.

BUTTERFLY WORKS