When is community organisation not Community Organisation?

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By way of an introduction…
I’d like to explore the idea of co-creation

• What is co-created social marketing?
• What theoretical perspectives can inform it?
• How can we approach it in thoughtful ways?

What is co-creation?

The process by which groups of people are helped to mobilise resources, and in other ways develop and implement strategies for reaching specific behavioural goals for a social good.

Adapted from Minkler and Wallerstein, 2005
Process dominates
Outcomes dominate

Audience as collaborators
Audience as targets

Holistic
Single-minded

Domains to explore

- Participatory Action Research
- Community Organisation
- Co-production
- Co-creation social marketing
- Service Dominant Logic
- Tribes & communal consumption

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Service Dominant Logic

- An alternative understanding of value:
- Value is a function of human experiences, and experiences come from interactions
- “Co-creation is the process by which mutual value is expanded together, where value to participating individuals is a function of their experiences” (Ramaswamy, 2011:195)

Co-creation “supplants the exchange process” (Prahalad and Ramaswamy 2004:5)
Tribes & Communal Consumption

• “…marketing not as a provider of products but as a partner in constructing community cultures.” Firat and Dholakia (2006:141)
• A tribal approach to segmentation starts from the bottom up; naturally occurring groups (Cova and Shankar, forthcoming)

Co-Production

• Emerged in the US, was developed by Edgar Cahn, a civil rights lawyer and speechwriter to Robert Kennedy.
• Decision-makers and citizens, or service providers and users, work together to create a decision or a service which works for them all

See www.peopleandparticipation.net
Participatory Action Research

- Prioritises learning with and for disenfranchised or marginalised people
- Stakeholders participate in the inquiry at all stages (Ozanne & Saatcioglu, 2008; Fields et al., 2008).
- Findings disseminated by and for participants.

Community Organisation

“...process by which community groups are helped to identify common problems or goals, mobilise resources, and in other ways develop and implement strategies for reaching the goals they have set” (Minkler and Wallerstein, 2005:26).
What can we conclude?

• Moving from a psychological to a sociological foundation
• Acknowledging the social as well as the rational
• Seeking holistic rather than specific insights

Approaches to co-creation

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<th>Development</th>
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<td>Building community competence</td>
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<td>Typical goals</td>
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<td>Assumption</td>
<td>Complex barriers</td>
<td>People lack power or skills</td>
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<td>Change strategy</td>
<td>Fact gathering about problems, co-creation guided by experts</td>
<td>Crystallisation of underlying issues and organisation of people to act</td>
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<td>Practitioner roles</td>
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(Adapted from Rothman and Tropman, 1987 and Minkler, 1990)
Things I’ve learnt

• Even proximate communities will create different interventions
• It isn’t easy (in fact it’s scary) to give up control of outcomes
• People will surprise you with their creativity and commitment
• Vital to plan for the long-term

I’d be interested in your views

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