REMIDA model facilitates co-creation

Panos Fitsilis (pfitsilis@gmail.com), Vyron Damasiotis (damasiotis@uth.gr)

Hellenic Open University

Co-creation is defined as a collaborative development activity in which participants actively contribute and/or select the content of a new product/idea offering. Rindfleisch and O'Hern distinguish four types of co-creation, which are:

- Collaborating: open contribution, customer-led selection
- Tinkering: open contribution, firm-led selection
- Co-designing: fixed contribution, customer-led selection
- Submitting: fixed contribution, firm-led selection

Among the benefits of co-creation is the increased engagement of participants, the development of better products, the development of new unexpected ideas, etc.

Generally, co-creation is essential to the application of several REMIDA model elements, not the least of which is the necessity that participants respond to tasks, challenges, or questions by constructing Lego models. As models can only exist by conscious human participation, using Lego as a temporary medium quickly creates co-creation conditions that demand the individual to explain the attached meaning during the REMIDA process.

As models are broken down into their component parts at the end of each exercise, there is no longer any meaning left in the bricks. As a result, there is no value in owning the model, and the bricks have no intrinsic value until they are utilized to construct and explain something. Additionally, because the process is collaborative and involves participant interactions that are unexpected for co-creation, there may be value in the sharing of ideas and the application of the model.

REMIDA model can be used for co-creative learning in a one-day workshop. An ideal workshop involves a number of steps (asking questions, developing models, sharing stories and producing insights).

Concluding, REMIDA framework is a tool for metacognitive reflection tasks, various thinking styles, listening techniques, and questioning patterns and therefore can be used for various purposes. Using both hands and minds, reserving judgment of other people's work, and stepping back from power structures encourage participants to think, act differently and at the end provides the empowerment needed.

References

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