

Inclusief co-creëren

Waarom mét mensen oplossingen bedenken beter werkt

En dit is hoe dat erin de praktijk uit ziet

Eerste stap heb je gezet

Vandaag gaan we:

- Leren wat co-creatie betekent en waarom het werkt
- Twee krachtige voorbeelden horen uit de praktijk
- Zelf oefenen met inclusief denken aan de hand van 5 checkpunten



Wat is co-creatie?

**Co-creatie is oplossingen ontwerpen MET de mensen die ze gaan gebruiken,
niet VOOR hen**



Wat is co-creatie?

Co-creatie is oplossingen ontwerpen **MET** de mensen die ze gaan gebruiken, niet **VOOR** hen

1. Betrek vanaf het begin

Niet aan het einde om te valideren maar vanaf het begin

2. Waardeer ervaringskennis als expertise

Zij weten dingen die jij niet kunt weten

3. Geef echt invloed

Neem mensen interactief mee in het proces, geef ze bij elke beslissing invloed



Twée praktijkvoorbeelden

Aja Al-Wealy

Osteoporose Vereniging

Erica Gargalione en Younes Bouadi

GMC Haaglanden





Osteoporose
Vereniging

Meertalige informatie over Osteoporose

AJA AL-WAELY

MAANDAG 9 MAART 2026

Osteoporose, wat nu: Stimuleren van bewustwording, kennis en eigen regie onder Arabisch- en Turkssprekende 50 plussers

Doel

- De bewustwording en kennis over osteoporose te vergroten
- Begrijpelijke, toegankelijke informatie en voorlichtingsmateriaal in het Arabisch en Turks
- Eigen regie nemen in preventie en behandeling

Doelgroep

- Arabisch- en Turkssprekende mensen (80% vrouw, 20% man) met verhoogde kans op osteoporose

Hoe?

ما هي هشاشة العظام؟

في هذا الفيديو سأشرح ما هي هشاشة العظام ومتى تكون معرضًا للخطر.

Osteoporoz

Belki osteoporoz olduğunu duydunuz ya da bu hastalığa sahip birini tanıyorsunuz.

3 explainers en 5 bewegingsvideo's vertalen naar het Arabisch en Turks

Proces

- Vertaling middels AI
- In twee stappen zijn getoetst door Arabisch- en Turkssprekenden. Eerst werd de vertaalde tekst beoordeeld, daarna de volledige video met nasynchronisatie.
- Vervolgproject folder & zwakkebottentest
- Pilot
- Landelijke verspreiding

Succesfactoren

- Arabisch als moedertaal
- Turkse zorgverlener
- Moeder en vriendinnen focusgroep
- Schoonvader folder tekst nalezen
- Turkse collega materialen testen
- Netwerken om pilot uit te voeren:
- Netwerken voor landelijke verspreiding



Sugar House
Studios

A toolbox for co-creation in larger coalitions

By Younes Bouadi and Erica Gargaglione

Breaking Bread

Breaking Bread
recipe n. ☒ 4

Ingredients:

Flour
um
ad
Kefir
eder

Notes:
ye format

Breaking Bread
recipe n. ☐

Ingredients:

200g chestnut flour
30g chia seeds
100g flaxseeds
160g chestnut roundbough
200g buckwheat roundbough
20g extra virgin olive oil
3g yeast
200g water
1g salt

Notes:

Breaking Bread
recipe n. ☒ 5

Ingredients:

SUNFLOWER SEEDS
FLAXSEEDS

Breaking Bread
recipe n. ☐

Ingredients:

lingua ad (melt)
chia
Kefir
sunflower seeds
olive oil
egg
rye flour
salt
yeast

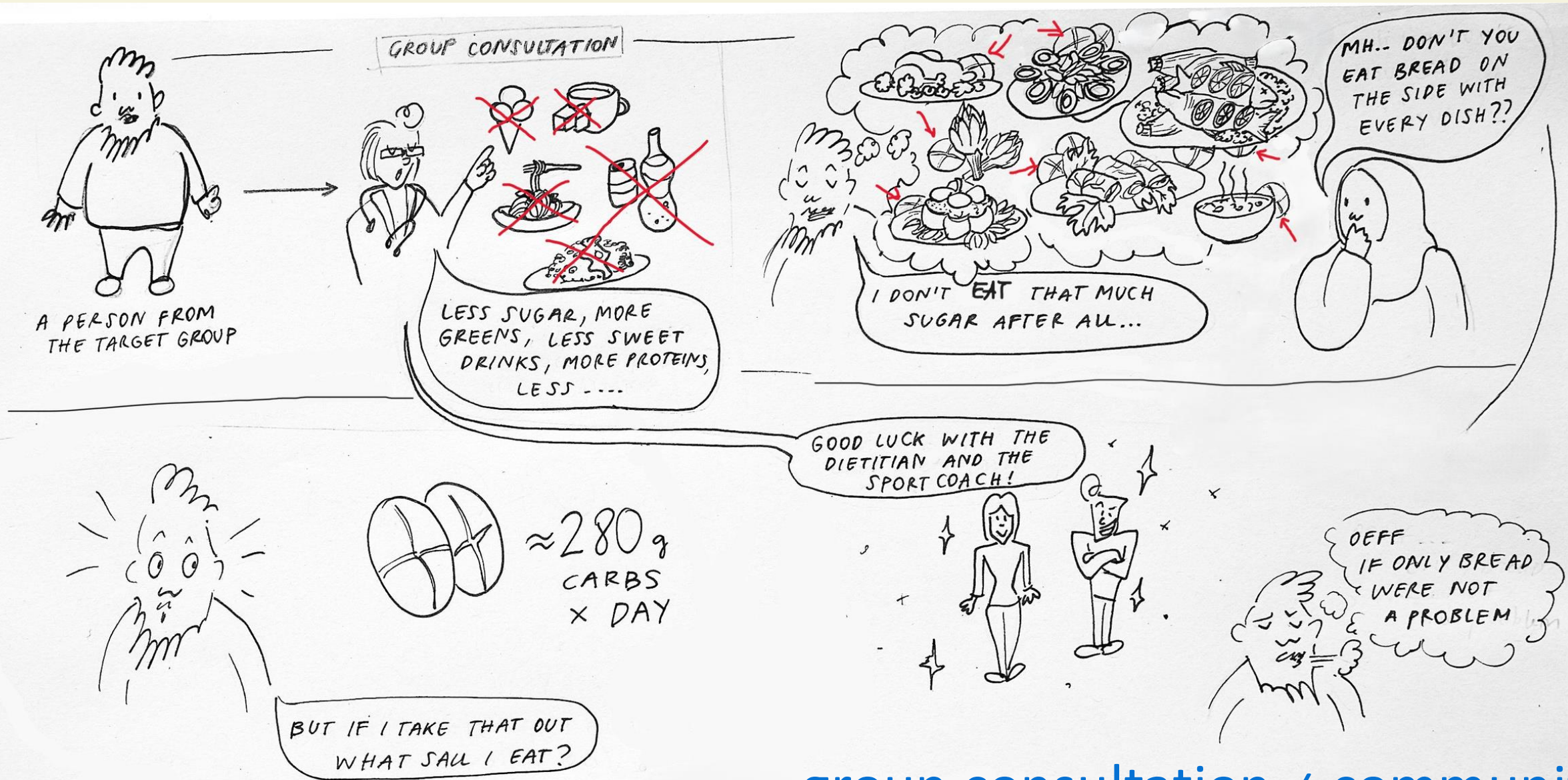
Starting from a wish

Often communities express their need for cocreation, but they might not call it cocreation

Starting from a wish

Often communities express their need for cocreation, but they might not call it cocreation

They might call it frustration.



group consultation ≠ community
consultation

What to do with bread?

For people managing or preventing diabetes, it is widely recommended to drastically reduce carbs intake, which often means cutting down on bread consumption. But bread, in many cultures, is not only a dietary staple but it also a social glue and a cheap and accessible source of nourishment.

It is now cut and filled, broken and shared, rolled and wrapped, soaked and crumbled. It is now a spoon, now a plate, now a recipe that travel from one kitchen to another.

Healthy bread wishes

Yeah but alternative bread doesn't taste good and it's too processed

Cereals like wheat or barley contain gluten, a protein that might create sensitivities for some people

Low Carb

Grains like buckwheat and millet, combined with other seeds, are a good alternative to lower the amount of carbs without giving up to a good taste and texture. In addition, natural and slow fermentation breaks down sugars further, making the bread more digestible and with a lower impact on blood sugar levels.

I don't have time to make my bread from scratch!!

Yeah but it's too expensive !!

Unprocessed

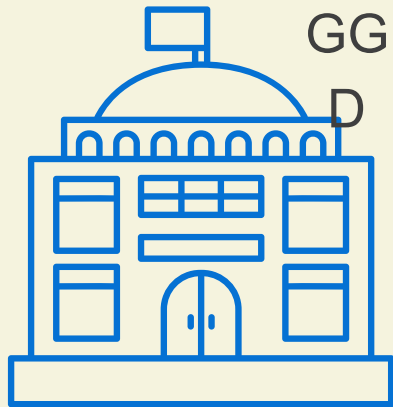
Processed food normally include packaged food that contains preservatives and chemical substances to stabilize it. While they allow food to have a long shelf-life they also create disruptions in our endocrine system. We want to use whole ingredients which get transformed only through natural fermentation and baking.

The bigger scenario



Several communities with increased risk of diabetes

Walking groups
(Bas van de Goor Foundation)



Group consultation
(Gezondheid voor Iedereen)



LUMC
+REOS

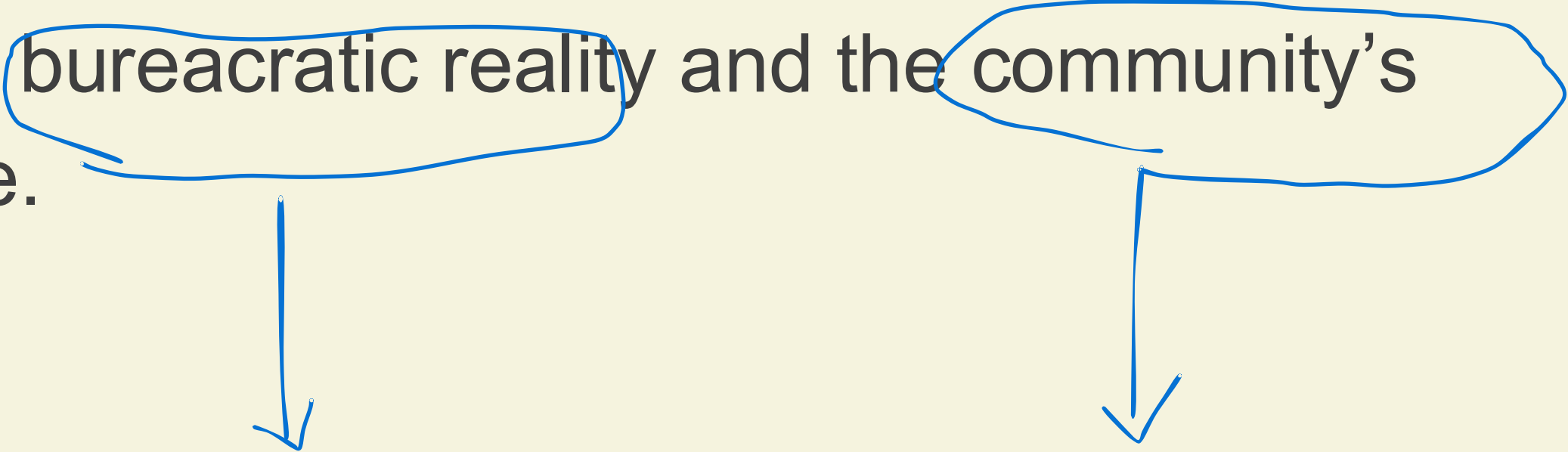


Cities for Better
Health

serendipity wild card:
The best baker in town



Tensions between
the bureaucratic reality and the community's
one.



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graph TD; A["Tensions between the bureaucratic reality and the community's one."] --> B["offers an opportunity for cocreation"]; A --> C["not always relevant according to bureaucratic requirements"];
```

offers an opportunity for cocreation

not always relevant according to
bureaucratic requirements

Artistic practice comes in

It's about visualizing the beginning of a project in cocreation to find a solution that satisfies everyone. In this case the community is the commissioner! Keep in mind this is the first of many many drafts and it doesn't have to be perfect. They need to understand that what you drafted is not the final outcome.

Prototyping

Bread n. 1

Millet & Tigernut

Ingredients:

- millet
- tigernut
- psyllium husk
- water kefir
- salt

Sounds delicious, but my community doesn't eat yeast, water kefir, baking soda, vinegar, or eggs, can we make a vegan bread without these ingredients?



Prototyping again

Bread n. 1

Millet & Tigernut

Ingredients:

- millet
- tigernut
- psyllium husk
- ~~water kefir~~
- salt

No problem,
let's experiment with
simpler bread recipes!



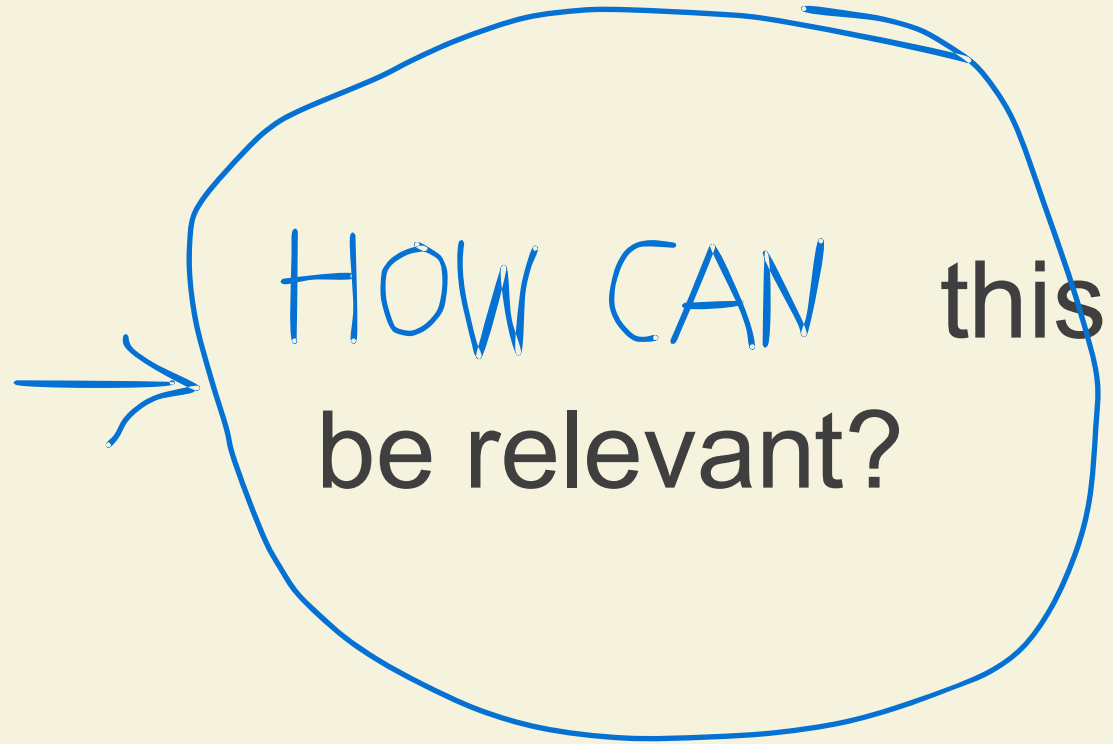
“Co-creation”

A.K.A. “iterative approach”

A.K.A. “The endless back and forth”

The party that gets the grant is also responsible to make relevant what the community wishes within the framework of the grant. Again: the community is the commissioner.

~~Why~~ is this
relevant?



In this process of back and forth you might be able to notice emerging questions and needs that tell you about the community's understanding of the problem. Answering to these questions might help you find the right priorities in the process.

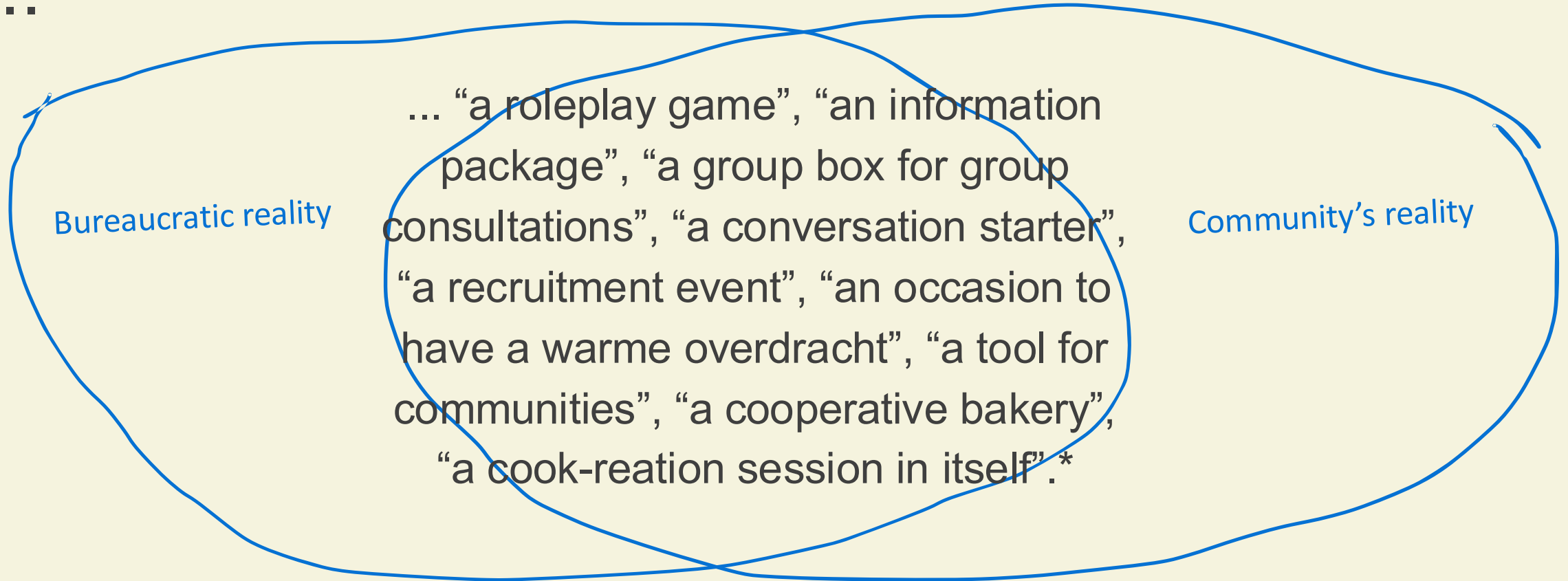
trigger points and conversation starter

Why is my glucose
going up differently
than other people even
if we eat the same
amount of carbs?



Breaking Bread A.K.A.

...



*Actual words used to define Breaking Bread directly reported from official documents

Invisible labour from both sides

- Both need to be acknowledged.
- Keeping in mind that one side is less precarious than the other one.
- Role of community leaders: discussing literally everything with them first.
- you don't just press a button
- They also have different "timezones"

The report

- reaching the “target group”, done ☒
- 10 sessions, done ☒
- documentation booklet, done ☒
- powerpoint presentations for professionals, done ☒
- translating information material in other languages, done ☒
- creating a sustainable financing model, done ☒
- completing the evaluation form, done ☒

The actual report

- Weekly tarot sessions for at least a month before the start of the project,
- Receiving 9723 private messages
- Knowing all the people in obscure groupchats by name
- Visiting at least 5 unexpected locations
- Endless amount of coffees
- Preparing powerpoint presentations that nobody will actually use, because they decided to make their own last minute
- 6-7 working documents to report internally the status of the project
- organizing and attending seemingly unrelated events like having a djembe class, doing a workshop with loesje, food film festival, etc
- Printing 5 different prototypes of the same booklet depending on the context/event

The elephant in the room:

Co-creation is good in theory but:
DO WE REALLY HAVE ENOUGH
RESOURCES ALLOCATED FOR “CO-
CREATION” ?

- long term relationships
- existing infrastructures
- small tryal prototypes



<https://sugarhousestudios.org/>

Wanna play together?

For more information, questions, and custom co-creation sessions and materials
contact:

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Werkende principes

1. Maak ruimte om af te wijken van plan
2. Zoek sleuteulfiguren
3. Houdt rekening met veel onzichtbaar werk
4. Stel vragen over wat men nodig heeft
5. Stap in met een open blik



Checkpunten doorlopen

1. Checkpunten 0 en 1
 - 1 min. voor jezelf opschrijven
 - 2. min. uitwisselen met degene die naast je zit
 - 5. Min uitwisselen met je groepje

2. Checkpunten 2-3
 - 1 min. voor jezelf opschrijven
 - 2. min. uitwisselen met degene die naast je zit
 - 5. Min uitwisselen met je groepje

3. Checkpunten 5-6
 - 1 min. voor jezelf opschrijven
 - 2. min. uitwisselen met degene die naast je zit
 - 5. Min uitwisselen met je groepje



Welke vragen hebben jullie nog?

