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social  
change

# co- creation reboot

Pick a card – create  
space for reflection  
and connection.



CO-CREATION REBOOT

Welcome to the Co-Creation Reboot Cards.

This second edition invites you to pause and reflect on what's really happening in your co-creation practice.

Use the cards for a quick one-on-one check-in, a team moment, a larger group session or workshop. Pick a card, read the question out loud, and enjoy the conversation.

This deck covers five key themes: Space for Inclusivity, Strengthen Connections, Coordinate with Empathy, Open Up to Context, and Frame the Bigger Picture – plus five Wild Cards.

Each card sparks curious, meaningful conversations, surfacing stories, questions, and real-life dilemmas. They help you reconnect, learn together, and stay grounded in the human side of collaboration.



Help us improve.  
Scan the code and  
share your feedback.  
Thank you!

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# Introducing co-creation reboot

Welcome to the Co-Creation Reboot Cards. This second edition invites you to pause and reflect on what's really happening in your co-creation practice.

The cards were developed within the CommuniCity project – a citizen-centered EU initiative launching 100 tech pilots in urban and peri-urban areas across Europe. Through co-creation, CommuniCity supports local communities in defining challenges and shaping innovative solutions.

There are five main themes: Space for Inclusivity, Strengthen Connections, Coordinate with Empathy, Open Up to Context, and Frame the Bigger Picture – plus five Wild Cards.

The themes are based on insights from a two-year ethnographic study by researchers from the Creative Media for Social Change group at the Amsterdam University of Applied Sciences.

Each card sparks conversations. They help you connect, share experiences, learn together and stay grounded in the human side of collaboration. We invite you to pick a card, read the question out loud, and enjoy the conversation.

# Colophon

The Co-Creation Reboot card set is created by the Lectorate Creative Media for Social Change, Amsterdam University of Applied Sciences, in collaboration with EU project CommuniCity.

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Images/photography:

© Came Moreno (*Images: Champion Inclusivity*)

© Pauline Hoogweg (*Images: Coordinate with Empathy, Frame the Bigger Picture*) (*Photography: Strengthen Connections, Open up to Context*)

We strived to find the makers of the graffiti images (*Strengthen Connections* and *Open Up to Context*). If you think you should be mentioned here please contact us.

This second edition of the Co-Creation Reboot Cards builds on feedback from CommuniCity pilots and other co-creation settings. If something resonates or could be improved, we'd love to hear from you.



Help us improve.  
Scan the code  
and share your  
feedback.

# Space for inclusivity

embracing diversity



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## SPACE FOR INCLUSIVITY

### QUESTION

Everyone brings something unique in a co-creation process. Which talent or super-power do you enjoy using?

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# Strengthen connections

nurture relationships



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## STRENGTHEN CONNECTIONS

### QUESTION

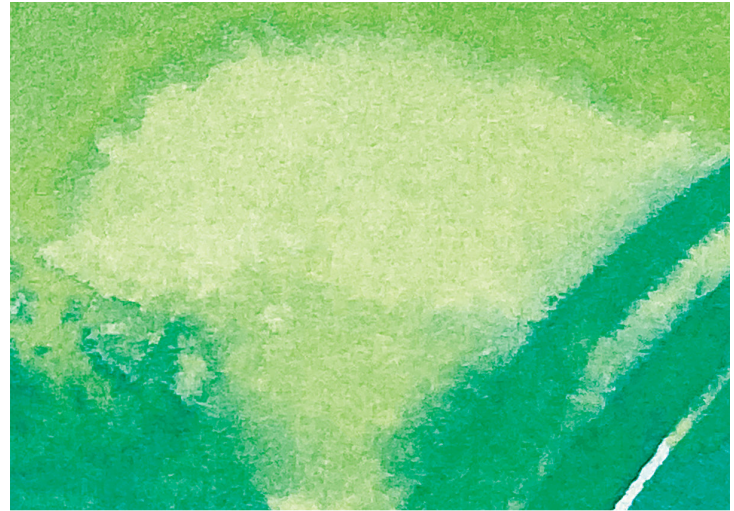
How would you describe co-creation in your own words?

# Coordinate with empathy

organize respectfully



CO-CREATION REBOOT



## COORDINATE WITH EMPATHY

### QUESTION

What would you like to learn from others in this process?

# Open up to context

understand others



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## OPEN UP TO CONTEXT

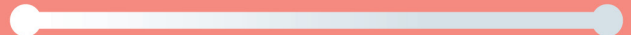
### STATEMENT

*I'd like to get to know the people I work with better and understand their background. But I often struggle to find the time.*

AGREE

WHERE DO YOU STAND?

DISAGREE



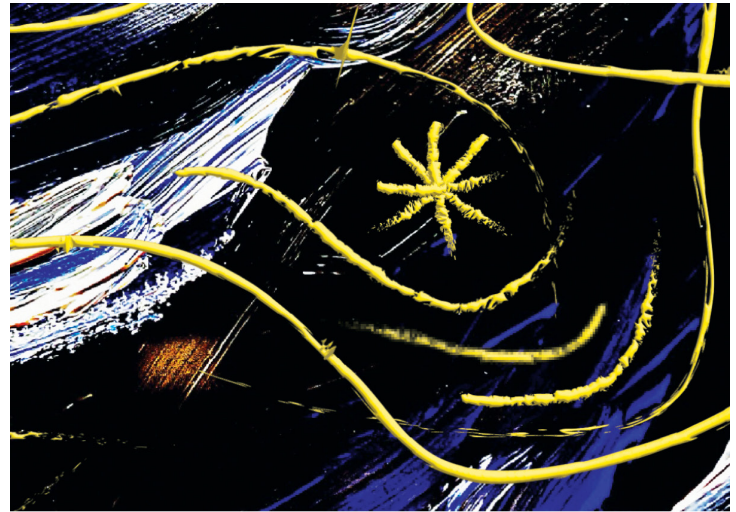
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# Frame the bigger picture

connecting the dots



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## FRAME THE BIGGER PICTURE

### QUESTION

What is an important insight you bring from previous projects?



If you had the chance to improve one thing in the process, what would you focus on?



# Space for inclusivity

embracing diversity



CO-CREATION REBOOT



## SPACE FOR INCLUSIVITY

### DILEMMA

*Sometimes it takes effort and a lot of time to help newcomers connect in the process.*

### WHAT'S YOUR POSITION?

*The reality is that there is too little time for this.*



*I invest time in engaging the newcomers.*

# Space for inclusivity

embracing diversity



CO-CREATION REBOOT



## SPACE FOR INCLUSIVITY

### QUESTION

Co-creation often means that you have to give up something for the greater good. What is your experience in this? Are there things that are non-negotiable for you?

# Strengthen connections

nurture relationships



CO-CREATION REBOOT



## STRENGTHEN CONNECTIONS

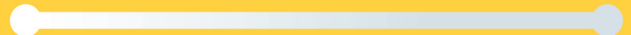
### STATEMENT

*I know the wants and needs of the other's in  
the process, and they know mine.*

AGREE

WHERE DO YOU STAND?

DISAGREE



# Coordinate with empathy

organize respectfully



CO-CREATION REBOOT



## COORDINATE WITH EMPATHY

### QUESTION

What have you already learned from others in the co-creation project you currently work on?

# Open up to context

understand others



CO-CREATION REBOOT



## OPEN UP TO CONTEXT

### QUESTION

Co-creation often means letting go of fixed perspectives. What helps you see beyond your usual way of thinking?

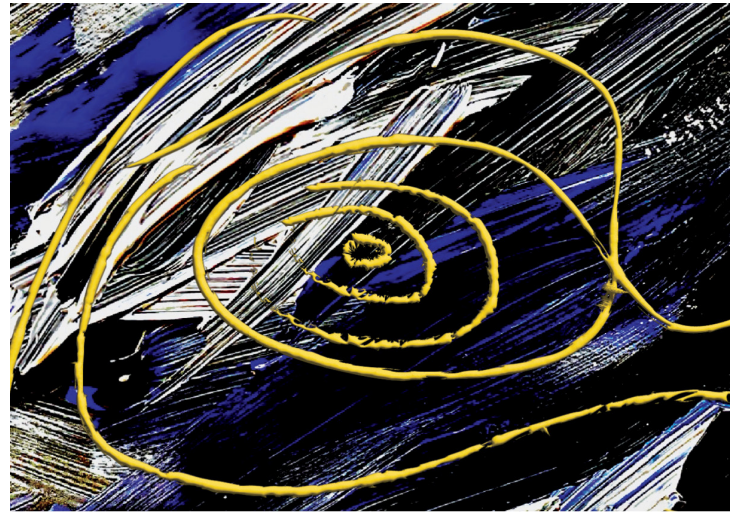
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# Frame the bigger picture

connecting the dots



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## FRAME THE BIGGER PICTURE

### QUESTION

What do you hope will change if the project you're working on truly makes a difference?



Imagine you could swap places with someone involved in the co-creation process – who would it be, and what would you hope to learn?



# Space for inclusivity

embracing diversity



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## SPACE FOR INCLUSIVITY

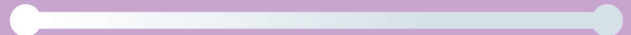
### STATEMENT

*If we can't get hold of certain people, or can't talk to them, we work with assumptions about them. Sometimes that's just the way it is.*

AGREE

WHERE DO YOU STAND?

DISAGREE



# Strengthen connections

nurture relationships



CO-CREATION REBOOT



## STRENGTHEN CONNECTIONS

### STATEMENT

*Informal check-ins are crucial for real connection in co-creation, and yet there often is no time for them.*

AGREE

WHERE DO YOU STAND?

DISAGREE



# Coordinate with empathy

organize respectfully



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## COORDINATE WITH EMPATHY

### DILEMMA

*Quality and creativity are crucial. Yet in practice, they are harder to achieve as deadlines and budgets tend to rule the day.*

### WHAT'S YOUR POSITION?

*I keep striving for quality and ample space for creativity.*



*I'm pragmatic, I keep a close eye on the planning and budget.*

# Open up to context

understand others



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## OPEN UP TO CONTEXT

### QUESTION

Stories told about the people for whom and with whom we develop things, strongly impact our view.

What helps you stay aware of your own assumptions and avoid acting on them?

# Frame the bigger picture

connecting the dots



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## FRAME THE BIGGER PICTURE

### QUESTION

We know that external influences can, sometimes unconsciously, steer the process. Have you come across this? Can you give an example?



If the co-creation process  
were a journey, what  
mode of transport do you  
feel you're currently on?



# Space for inclusivity

embracing diversity



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## SPACE FOR INCLUSIVITY

### DILEMMA

*In complex decisions, the final decision is often made by the person with the most responsibility.*

### WHAT'S YOUR POSITION?

*This is inevitable.*



*I'm not okay with this.*

# Strengthen connections

nurture relationships



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## STRENGTHEN CONNECTIONS

### DILEMMA

*Gossip among colleagues or participants sometimes impacts how we interact and collaborate.*

### WHAT'S YOUR POSITION?

*I don't experience it that way.*



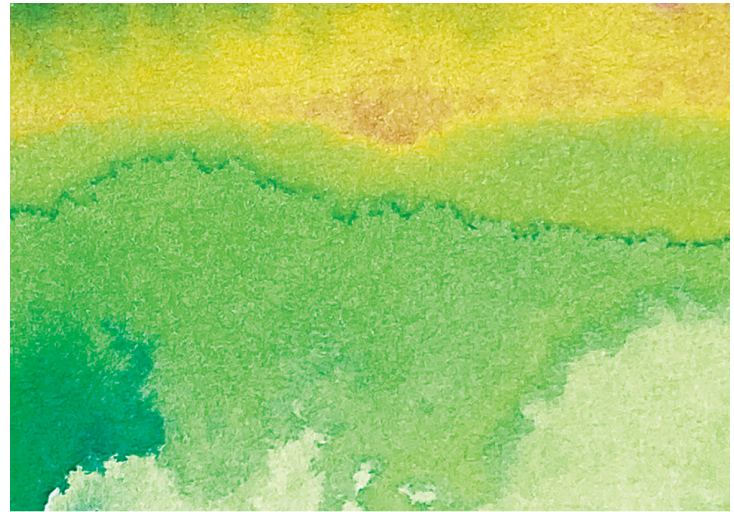
*Yes, I recognize that.*

# Coordinate with empathy

organize respectfully



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## COORDINATE WITH EMPATHY

### QUESTION

What do you need to stay engaged when the process becomes challenging? What helps you in those moments?

# Open up to context

understand others



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## OPEN UP TO CONTEXT

### QUESTION

It is important to become aware of any blind spots that influence the co-creation process. Which methods do you use to gain insight into your own blind spots?

# Frame the bigger picture

connecting the dots



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## FRAME THE BIGGER PICTURE

### DILEMMA

*Projects require both flexibility and staying true to the intended course.*

### WHAT'S YOUR POSITION?

*Flexibility is key when things change.*



*Staying on course is important, even when things shift.*



If you could capture one moment from a co-creation experience in a photo, what would it show – and why?



# Strengthen connections

nurture relationships



CO-CREATION REBOOT



## STRENGTHEN CONNECTIONS

### QUESTION

Think of the last time you had a project that became complicated. What did you do?

# Coordinate with empathy

organize respectfully



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## COORDINATE WITH EMPATHY

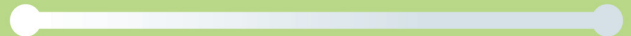
### STATEMENT

*Taking time to align and reach a shared agreement often clashes with the pressure to keep things moving forward.*

AGREE

WHERE DO YOU STAND?

DISAGREE



# Space for inclusivity

embracing diversity



CO-CREATION REBOOT



## SPACE FOR INCLUSIVITY

### QUESTION

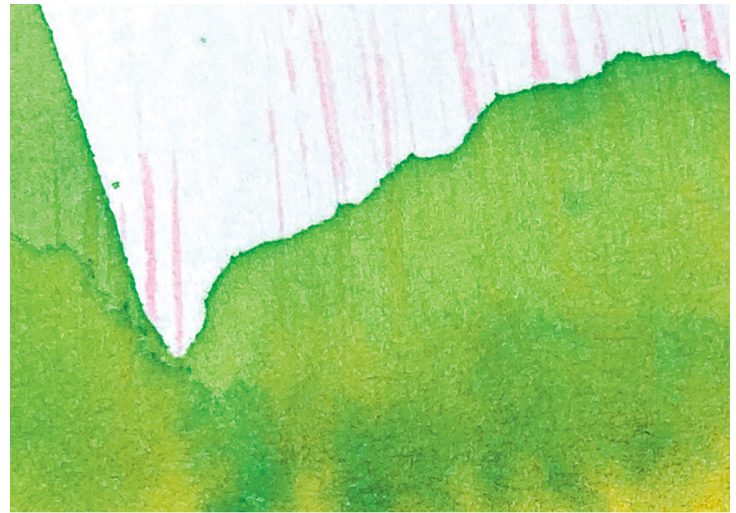
Can you give some examples – small or big – of how you try and make a co-creation process more inclusive?

# Coordinate with empathy

organize respectfully



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## COORDINATE WITH EMPATHY

### QUESTION

It can be frustrating when good ideas are shelved without any follow-up. Have you ever experienced that? Can you give an example?

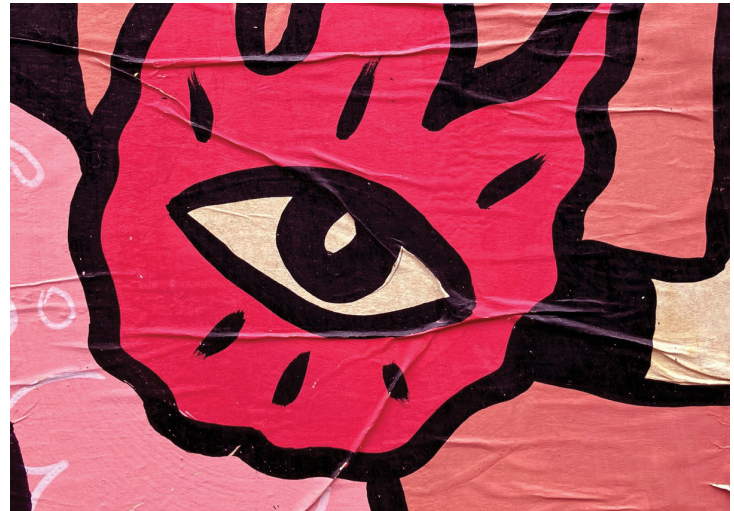
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## STRENGTHEN CONNECTIONS

### QUESTION

What exactly makes co-creation worthwhile for you?



Can you think of a moment during a project that brought a big smile to your face? What made that moment stand out for you?

