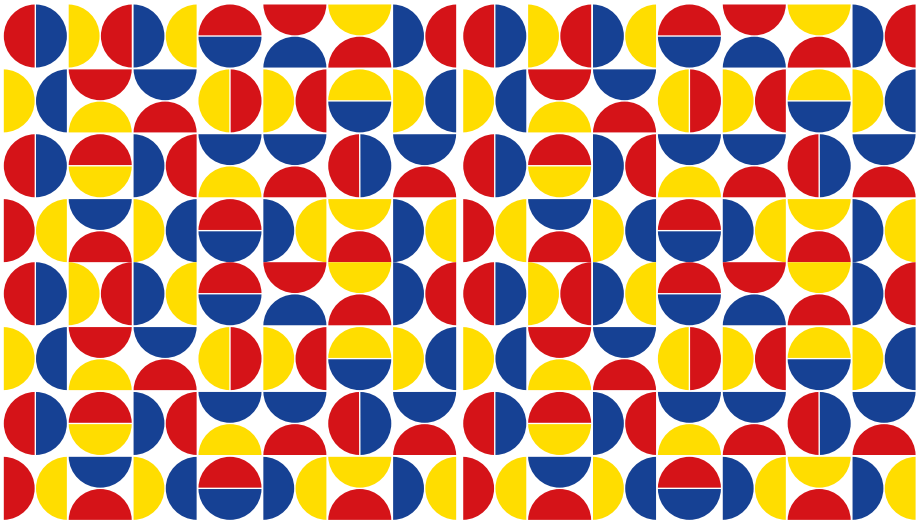
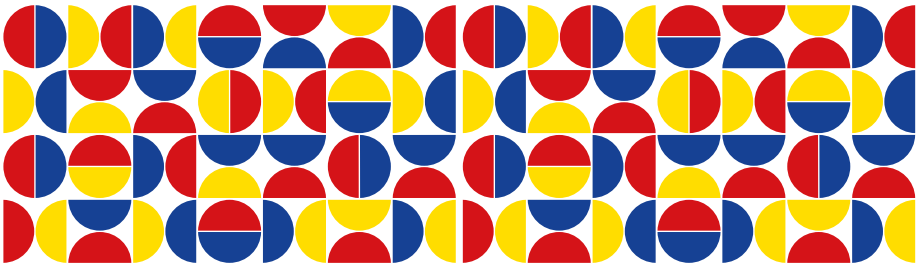
STICKY DOT



SERVICE PORTFOLIO



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About Stickydot

Founded in 2018, Stickydot is a Brussels-based SME committed to shaping European research and innovation through dialogue and co-creation. We spark crucial conversations around key questions, placing society's needs and values at the heart of the process.
Our playful, participatory methods bring together civil society, scientists, government, and industry to exchange perspectives and find common ground.

Our services

This brochure illustrates the range of services that Stickydot has developed over the past years: from non-complex, short stakeholder consultations to comprehensive co-creation processes. For each of the services we highlight the type of benefits that the client can expect to obtain, and how it can bring added value to their activities. The services can be seen as modules: we can offer one or several, depending on each client's needs.

1

Tailored methodologies

What is the challenge we face, and what type of methodology is needed to address it?
This first service is common to all the different methodologies in our portfolio as it forms the basis of understanding the client's needs and identifying the challenges.

Process

- Briefings and reviews of existing knowledge (databases, academic and grey literature, policy documents, case studies among others)
- Needs assessment workshop.
- Definition of the detailed methodology for the project.
- Facilitated methodology onboarding workshop.

Estimated total number of hours: 65

Expected results

A tailored methodology, designed to address the challenge at hand.

Client benefits

- A tailored approach ensures the best possible outcomes of the process.
- This also helps to ensure the approach is clear for all involved.

2

Stakeholder consultation

A stakeholder consultation ensures that all relevant voices are heard, and that their views feed directly into the client's process, service or product. This can range from short and effective stakeholder consultations of 1 to 2 days, all the way to consultations processes that last for a few months. The length varies depending on the complexity of the challenge, the number of people involved, expected outcomes, and if any previous groundwork has been conducted.

Process

The challenge is identified and stakeholders mapped according to their relevance to the challenge. Selected stakeholders are invited to join consultation activities and provided information on the topic, service or product to be addressed. The group will brainstorm ideas and recommendations, prioritise those that seem more relevant to them, and provide contextualised information on various aspects.

Estimated total number of hours: 30

Expected results

Identification of ideas, suggestions, priorities and concerns of your selected stakeholders.

Client benefits

- Identify needs, expectations, perceptions, and attitudes of different stakeholders and make informed decisions.
- Build trust and improve relationships with your clients, providers and communities.
- Reduce and manage conflict and increase the chances of successful implementation.

CASE STUDY 1

Climate-neutral & intelligent cities for Brussels citizens (EC, Innoviris and Hub Brussels)

This 2h30-long, online interactive workshop helped gather citizens input on a smart and climate neutral future for Brussels. It built on former workshops and helped to imagine and explore future scenarios and changes needed to reach the desired goals. It was organised in a format consisting of a mix of icebreakers, breakout rooms and plenary discussions.

Timeline: Depending on the availabilities of the organiser and the recruitment of participants. The module could be organised and run in 4 weeks.

Estimated number of hours:
70, including 4 facilitators.

CASE STUDY 2

Citizens' VOICES to identify research priorities (EC)

This 6-month face-to face process gathered 1,000 citizens, covering all EU Member States, to express their views on the theme of urban waste management. This consultation was run by setting up 99 focus groups, with 10 participants each, in locations such as museums. The focus groups each lasted around 3 hours, structured as follows: introduction (20 min), exercises (60 min), break (15 min), exercises (60 min), closing (10 min) and evaluation questionnaire feedback (10 min). Citizens were selected and involved through the support of recruiting agencies. The aim of this activity was to identify societally relevant research priorities to be addressed through research calls during the EU Horizon 2020 funding programme.

Timeline: 6 months.

Estimated Number of hours:
800, including 1 facilitator per site.

3

Co-design process

Co-design is the process of involving multiple stakeholders in defining a problem. It can be used in the context of the design of products, services, or activities. It typically contributes to the identification of unexpected issues, collaborations, and impacts. It will support you in making your solutions more relevant, effective, and satisfying to the people who will use them. Co-design processes can be iterative and make use of various tools depending on the nature of the problem, the context and the participants. Stakeholders are not involved as research subjects or merely consulted, but rather act as designers throughout the collaboration.

Client benefits

- Gain a deeper understanding of your clients, providers and stakeholders' values and needs.
- Generate solutions that are more creative, useful, effective, and are user-centered, leading to greater stakeholder satisfaction.
- Obtain a more cost-effective use of resources (lower development costs and development time).
- Increase trust between your company/institution and your service/product users while improving relationships and promoting your brand.

Option a) Express module:

Process

The express co-design process is composed of 3 to 5 workshops of a duration of around 3 hours, and it can be adapted to specific aspects of the topic to be addressed and its context.
The workshops can be held partially online and they are usually shaped to

match the composition of the group or final product. The recruitment of participants is conducted by the client/partner.

Estimated total number of hours:
100 -120.

Expected results:
Policy recommendations, knowledge valorisation, value creation and impacts assessment of R&I.

CASE STUDY 3

Co-defining a monitoring framework tool for Global Health Strategies (Dutch Global Health Alliance)

1. Roundtable workshop
This 3-hour online workshop brought participants together to share their experiences and challenges around the topic, collectively identifying the key components of a monitoring framework tool.

2. Co-design workshop
A 3-hour in-person workshop involving a smaller group of participants (called "the core group"), with the aim to develop a first proposition of a solution using the outcomes of the previous workshop as a starting point.

3. Validation workshop
A 3-hour online workshop involving all participants, where the outcomes of the co-design workshop were presented, and participants gave feedback on them to help shape the monitoring framework to best meet their needs. It also represented an opportunity for the group to reflect on how this framework can be used.

Timeline: 3 months

Estimated number of hours:
105, including 3 facilitators.

CASE STUDY 4

EASO:
Definition of a strategy for an obesity national plan

1. Identification of the challenge
3-hour workshop (face to face) with participants in plenary and small groups to build common ground around the topic. After introductory sessions (including getting to know each other) the focus is on creating a shared understanding of obesity issues in the national context.

2. Identification of opportunities
3-hour workshop (face to face) working in plenary and small groups. Identification of the opportunities offered to advocate for a new national plan to fight obesity.

3. Ideation of solutions
3-hour workshop (face to face) working in plenary and small groups. Based on the results of the two previous workshops, definition of a shared strategy to build a national plan for obesity.

Timeline: 6 weeks

Estimated number of hours:
60, including 1 facilitator.

Option b) Full module

Process:
A full co-design module is particularly suited for achieving a deeper understanding of priorities, needs, desired scenarios and ecosystem actors around a topic, service or product. It typically represents the first step into the development of solutions through co-creation. It leads to the identification of a common ground and convergent priorities/ideas that can represent a key starting point to successfully address changes and challenges.

It is composed of an initial phase dedicated to understanding the problem and its context (which can be shortened or skipped in case the client/partner has previously performed an assessment of the challenge and its ecosystem). This is followed by a series of facilitated workshops (5 to 8) to explore views, challenges and ideas of each relevant stakeholder (separately) around the identified problem. These participatory workshops lead to the identification

of common ground which allows to overcome tensions and encourages participants to join forces towards the development of shared solutions. Stakeholders are brought together in a final common session to plan steps ahead.

Deep results:
deep understanding of a challenge from multiple perspectives, idea generation, and agreement on a solution to be further explored.

CASE STUDY 5

TRANSFORM - understanding innovation challenges around unsold food (EC)

1. Mapping and understanding the ecosystem.
Internal work to identify and engage stakeholders, including desk research and literature review as well as interviews with key players. ecosystem.

2. Participatory workshops
4 half-day face-to-face participatory workshops involving types of stakeholders separately. The objective was to gain an in-depth understanding of their views, needs and challenges around unsold food. These workshops were carried out with end users, civil society organisations and public authorities.

3. Data analysis
Internal phase to understand each of the stakeholder group's views and emerging patterns. This phase is key to elicit convergence and divergence around the topic.

4. Multi-stakeholder participatory workshop
One day face-to-face workshop with two main objectives: a) to reflect together around common challenges and think about possible solutions and b) co-design (together) the next steps in the process.

5. Analysis of the process and recommendations
Internal phase with the client to analyse the process, evaluate the results and draft recommendations on the next steps.

Timeline: 6 months including recruitment of participants.

Estimated total number of hours: 300.

4

Co-creation process

Co-creation is the process of involving multiple stakeholders in the ideation, implementation and assessment of products, services, processes, and policies to improve their efficiency, uptake and effectiveness. Unlike in co-design, participants are involved in the entire development process of the solution.

Process

This methodology is suitable to find implementable solutions to complex problems that involve stakeholder groups with different views. It can be a standalone full process or build on the results of a co-design module (or a similarly minded process). This module includes developing low- or high-resolution prototypes depending on the resources and the time available. The full process can lead to a fully developed solution ready to be implemented.

The process will include stakeholder identification and recruitment, challenge definition, a kick-off workshop (or workshops), team building, 3-4 prototyping sessions, experimentation with the prototypes and sharing of results with a wider audience.

Expected results:

Concrete and elaborated solutions to the identified challenge, developed

through collective intelligence bringing together various types of stakeholders and expertise. This type of solutions have a higher impact potential as they have been co-developed by their future users, investors, developers.

Client benefits

Beyond the benefits listed under co-design processes, co-creation contributes to the following:

- Identify new business opportunities.
- Accelerate innovation processes.
- Reduce the risks of failure of introducing new products, services or processes to the market.

CASE STUDY 6

MOSAIC - solutions for sustainable mobility along route 158

1. Mapping and understanding of the ecosystem including stakeholder identification and recruitment.
3 online workshops with the city of Gothenburg to map the ecosystem and identify the most relevant stakeholders in the mobility field. This phase was completed with research to identify the contacts and recruit the participants in the co-creation process.

2. The Gathering
1-day kick-off workshop bringing together all the participants to get to know each other, understand each other's expertise, needs and ideas. It also helps to assess different stakeholders' views around the challenge and identify common ground. By the end of the gathering participants have brainstormed ideas and formed teams to work together on them.

3. Idea selection and refinement
2 to 3 half a day workshops dedicated to the selection of one idea (solution) the group agrees with. During the workshops each of the groups formed during the gathering is presented with a summary of the ideas developed during the previous session, explores new ideas and agrees on one of them to build their shared project.

4. Prototyping
The objective of this phase, divided into at least 3 half-day workshops, is to transform the idea in a clear and precise solution to the challenge. This process goes through the development of a storyboard for the identified solution, and the integration of "user's journey" with the objective of including small innovations or improvements to enhance the user's experience. Participants are then invited to a "*thinking by doing and making*" phase where they develop a low fidelity prototype of the solution, giving real form and adding details to the service or product created. This can be done in venues such as makers spaces or living labs, if available. Finally, groups go through a phase of testing of their prototype with other potential users, and integration of the feedback into the prototype.

5. Uptake of shared solutions
The last phase is dedicated to the interpretation, assessment and uptake of the shared solutions developed by the groups. It typically consists of a mix of meetings with the client/partner, in this case the city of Gothenburg, to support the process. Larger events can also be organised: in this case the prototypes were showcased at a summer festival in the city, harvesting feedback from participants, local politicians, etc.

Timeline: 4-6 months per iteration.

Estimated Number of hours: 300.

5

Training

With our training workshops, we offer a series of participatory workshops to explore the skills and competences necessary for stakeholder engagement, co-design and co-creation. These workshops can be delivered online or in-person. They are led by the Stickydot team who have a wealth of expertise in facilitating dialogue and participatory processes around research and innovation, on and offline. The sessions draw on existing good practices and theory both within our sector and further afield. They are dynamic and interactive, ensuring plenty of time for practice, discussion and sharing of experiences.

Process
The series will be adapted to suit the requirements of the client. Following the initial needs assessment discussion with the client, a short survey will be circulated to the team, followed by a short discussion in the opening workshop to ensure the following modules are tailored to the specific challenges that the group is facing.

Client benefits
- Builds capacity within a team, organisation or community.
- Spreads good practices and creates shared understanding and expectations.
- Helps to embed co-creation and co-design processes in a team, organisation or community.

Estimated total number of hours: 80

Expected results:
Capacity building, a shared understanding, skills and competences shared, empowerment of the participants.

CASE STUDY 7

Facilitation skills for science and society dialogue

This series of five online workshops looks at the skills necessary to facilitate conversations that link science and research with societal needs and values. As facilitators, we play a crucial role in structuring this dialogue: exploring perspectives, identifying common ground and building consensus. Specific techniques can be employed to ensure participants are comfortable to engage and work towards having equal voices in the discussion.

This course is of relevance to researchers, innovators, science communicators and facilitators from across Europe who are involved in dialogue activities that bring people together to discuss societal questions around research, from science cafés to co-creating innovation. One introductory workshop plus four two-hour modules will explore and develop a range of skills:

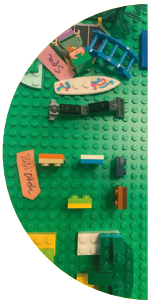
- Establishing a framework for dialogue and opening discussion
- Active listening and formulating questions
- Divergent and convergent thinking and consensus decision-making
- Multi-stakeholder discussions and challenging situations

Timeline: 5 weeks per iteration.
Estimated number of hours: 80.

"The training has already impacted our team, as members have implemented new facilitation methods, leading to improved collaboration and decision-making. We highly recommend Stickydot's facilitation training for organisations seeking to boost their team's skills." – Ryan Titley, Director of Projects, ERRIN, Belgium

"The Stickydot facilitation course enabled me to learn (and try!) new techniques in a safe and fun environment. The sessions were really interactive and kept me on my toes! A big bonus was meeting other facilitators so we could learn from each other. Highly recommend!" – Kate Baker, Senior Research Fellow, University of Exeter, UK

"I had a great experience during the Facilitation Skills course: the quality of the trainers, the materials and the exercises proposed, generated a very safe and comfortable environment of participation. I think that all the group felt the same way and the other trainees were also a source of inspiration and learning to me. I felt challenged in a very positive way, and I got very useful tools for improving my facilitation skills."
– Claudia Aguirre. Director. TRACES / Espace des Sciences Pierre-Gilles de Gennes. Paris, France



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Mosaic

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