EU Horizon 2020 programme: promoting user centric co-creative projects

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Horizon 2020: research and innovation

- Horizon 2020 was the financial instrument implementing the Innovation Union, a Europe 2020 flagship initiative aimed at securing Europe's global competitiveness.

- Excellent science, industrial leadership and tackling societal challenges.

- This financial instrument ended in 2020 and Horizon Europe is the current Research and innovation funding programme until 2027.

Horizon 2020: REBUILD, TRACTION and SO-CLOSE

- REBUILD project is an ICT-enabled integration facilitator and life rebuilding guidance.

- TRACTION project is an opera co-creation for a social transformation.

- SO-CLOSE project aims at enhancing social cohesion through sharing the cultural heritage of forced migrations.

Horizon 2020: REBUILD, TRACTION and SO-CLOSE

- REBUILD, TRACTION and SO-CLOSE facilitate user centric co-creative strategies to define their impact, and the three projects promote artistic tools to vertebrate their work plan in different manner.

Applying user-centered design

- For many years, user-centered design has been recognized as an approach that focuses on the needs of end users to guide the design of products, services, and systems (Gould & Lewis, 1985; Norman, 2013).

Applying user-centered design: REBUILD

- REBUILD approaches user-centric design to limit any possible gender imbalance. REBUILD will support individual differences, promote gender equality, gender-specific instruction, and evaluation. This will be done by identifying relevant factors or variables and identifying gender specific market and product needs.

Applying user-centered design: TRACTION

- TRACTION approaches user-centric design to emphasize user participation.

- Enhancing and building capacities in communities and organisations to self-define problems while choosing the most suitable strategies to act is emerging as a very essence of strategic design (Burns et al., 2006; Meroni, 2008; and Zurlo, 2010).

- Combining user-centered design with technology allows to enhance local communities, providing additional possibilities for the building of relationships, identities, and new ways to foster social cohesion.

Applying user-centered design: SO-CLOSE

- SO-CLOSE approaches user-centric design to pilot and validate tools. SO-CLOSE aims to deepen an equal collaboration between people affected by similar memories of forced displacement or migration. Moreover, the refugees and the receiving societies in Europe are attempting to resolve a particular challenge: how to overcome the negative memories of the past and to build a new cultural heritage based on tolerance and cooperation.

- The co-design process has three phases: encounter, pilot, validation.

Artistic tools for co-creative projects

- Artistic tools vertebrate co-creative processes. Artistic tools and innovation walk hand in hand throughout co-creative processes: facilitators can use artistic tools for workshops, and projects can deliver artistic tools as outputs for their users. Also, artistic tools play a key role when interacting with participants at user centric processes.

- REBUILD, TRACTION and SO-CLOSE use artistic tools in diferent manner. At this section the three projects will be presented in more detail

Artistic tools for co-creative projects: REBUILD

- The REBUILD proposal address immigrant integration through the provision of a toolbox of ICT-based solutions that will improve both the management procedures of the local authorities and the life quality of the migrants.

- Artistic tools are planned to be used for co-creation workshops.

Artistic tools for co-creative projects: TRACTION

- Opera uses all the visual and performing arts to create extraordinary worlds of passion and sensibility. With rising inequality and social exclusion, many see opera—if they think of it at all—as symbolic of what is wrong in Europe today. TRACTION aims to change that using opera as a path for social and cultural inclusion, making it once again a force for radical transformation.

- TRACTION wants to define new forms of artistic creation through which the most marginalised groups (migrants, the rural poor, young offenders and others) can work with artists to tell the stories that matter now.

- Artistic tools are much present throughout the project. TRACTION is making all the efforts to converge at first towards the experimentation, prototyping and demonstration and later towards knowledge transfer and exploitation.

Artistic tools for co-creative projects: SO-CLOSE

- The ambition of SO-CLOSE is to contribute to social cohesion and fight refugee marginalization or exclusion by facilitating the encounters between similar life stories, through the mediation of innovative digital and artistic tools. SO-CLOSE is creating artistic tools for building bridges between past and present migrations.

- SO-CLOSE will develop several digital applications: AI-powered Chatbots, interactive exhibitions based on personal memories and storytelling or an online platform, named Memory Center, built as a content aggregator and services platform.

Conclusion

- User-centric design aims at creating services, products and systems from starting from user needs. The three presented H2020 projects are approaching user-centric design in their processes.

- For applying user-centric design, projects had to plan workshops where different stakeholders participated. Artistic tools can be used for facilitating these workshops, as a final output of the project, and for improving certain processes.