

# Making co-creation work at scale in agroecology

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A person with short dark hair, seen from the back, is looking at a wall covered in various papers, diagrams, and photos. The papers include sketches of people, flowcharts, and images of buildings and nature. The person is wearing a grey and black striped sweater.

# What is knowledge?

**Actionable information**  
based on interpreted **data**,  
guided by an **epistemology**

Zarman, 2018; Assudani, 2005



A photograph of a bakery interior. In the foreground, there are several wooden crates and trays filled with various breads, including round loaves and long, braided ones. Some breads are wrapped in paper. In the background, two people, a man and a woman, are working behind a counter. The lighting is warm and the atmosphere is cozy.

**Recipe** based on understanding and experience (epistemology).

**Ingredients** like flour, water, yeast, and salt (data).

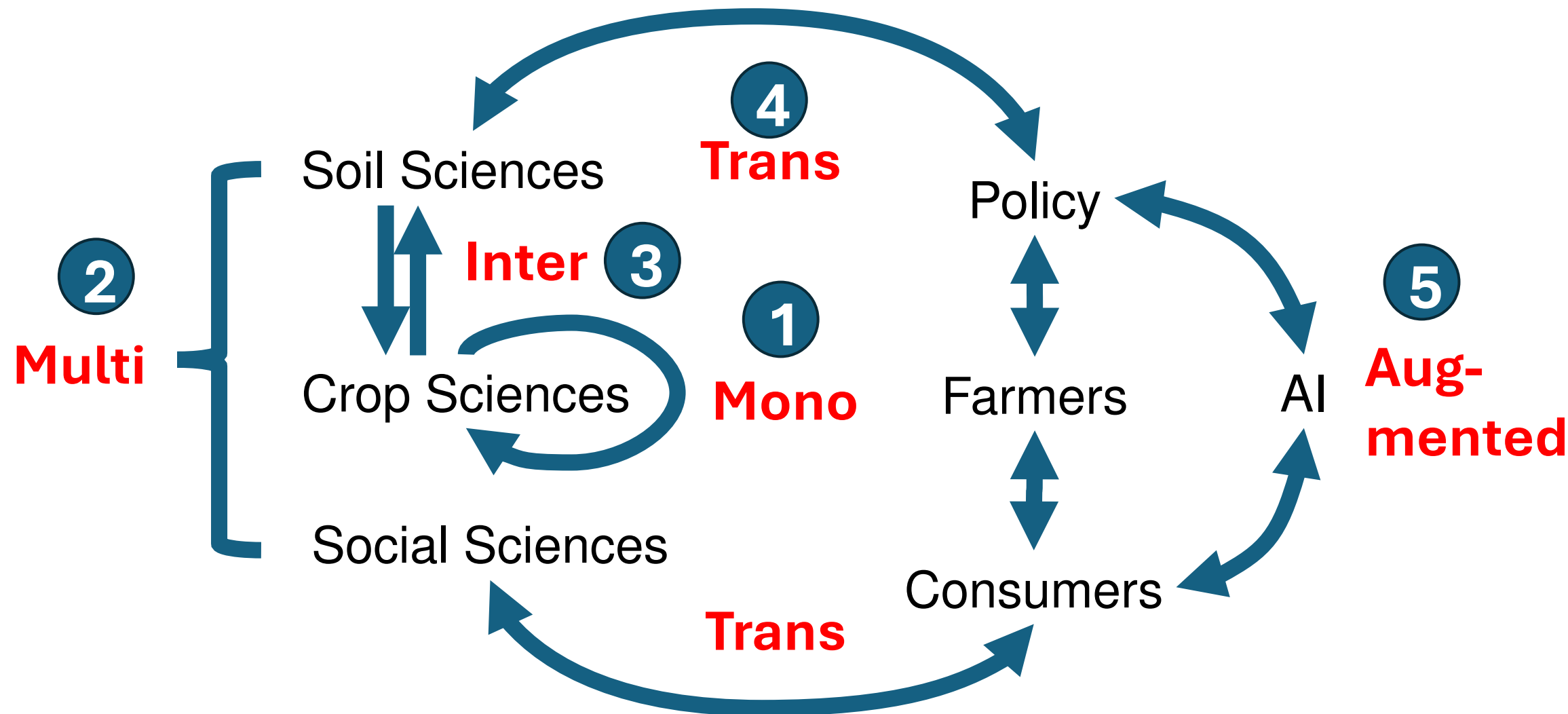
**Baking** turns ingredients into bread and pastries (knowledge).





Credits: [Michal Jarmoluk](#) from [Pixabay](#)

# Five ways of creating knowledge





# Why is co-creation indispensable for agroecological transitions?

Helps to adapt in a complex, dynamic world.

Comprehensive, systemic knowledge.

Ensures that knowledge is not just theoretical but deeply linked to real-world opportunities.

Enhances trust, the results more likely to be accepted and transformative.

Ability to link farms and public/private policies.





# There are important reasons for advancing our understanding of co-creation



Emerging **technologies** will influence farm and food systems

(Herrero et al., 2021)



**Compounding risks** create new complexities calling for novel types of knowledge

(OECD, 2021; Sage, 2011)



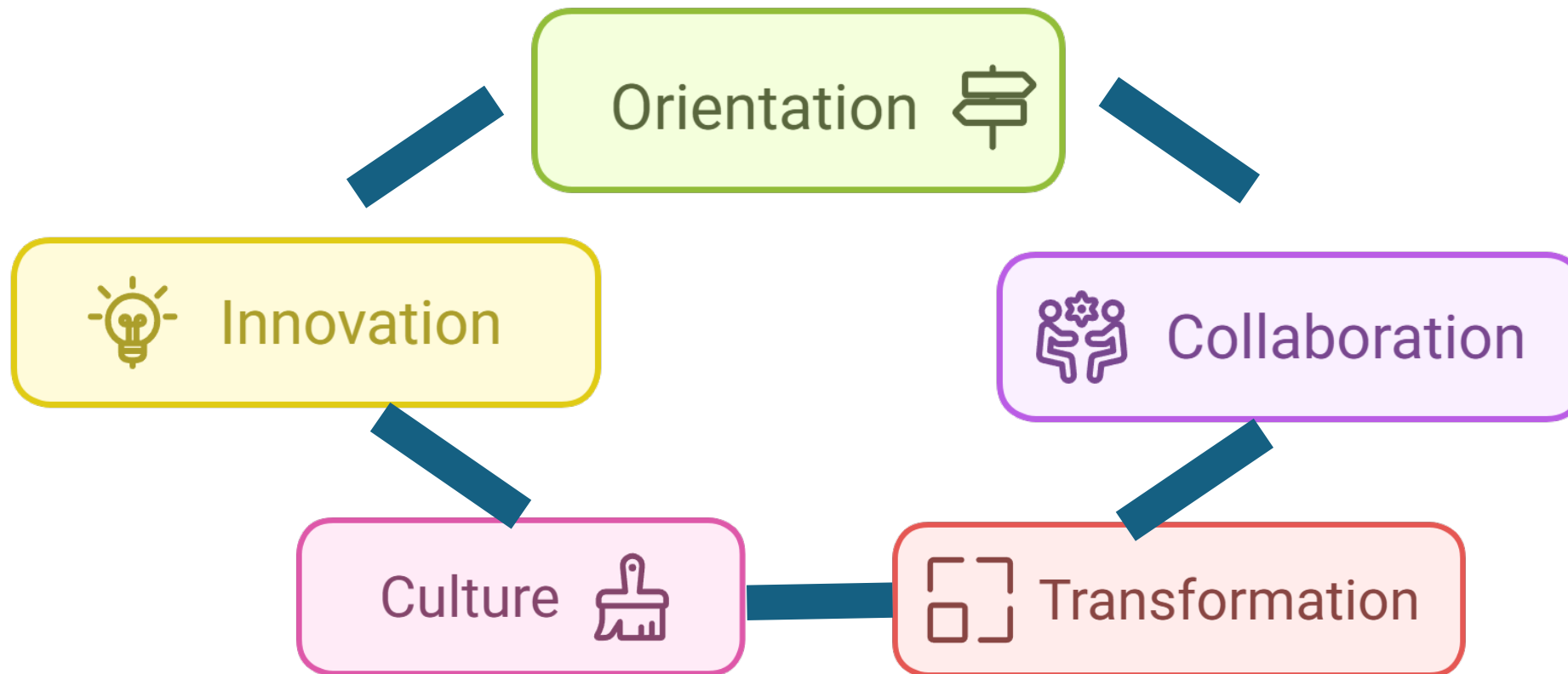
There is quite some **ambiguity** in the use of **co-creation concepts**

(Ramaswamy et al, 2018)



**Co-creation informed by the HLPE principles = jointly advancing knowledge** to progress farm and food system transitions that increases resilience.

Are we co-creating? To find out, we developed the Co-creation Pentagon







## Orientation

*Is co-creation guided by a shared  
**aspiration and aligned purpose**  
supporting agroecological transitions?*

- 1 Shared **vision**
- 2 **Relevance** to real-world problems
- 3 **Adaptability** of research findings
- 4 **Solution-oriented** process
- 5 **Practical** solutions proposed

## Collaboration



*Are the right **people and knowledge systems** **equitably engaging** to support agroecological transitions?*

- 1 Actor **diversity**
- 2 **Quality** of interactions
- 3 **Depth** and **continuity** of collaboration
- 4 **Equity** mechanisms
- 5 **Reflexivity**

Denzongpa et al., 2020; Goodyear-Smith, 2015; Jolles et al., 2022; Loignon et al., 2021





*Does co-creation embrace **creativity, experimentation and novel approaches** beyond confirmative research?*

- 1 **Pioneering** co-creation approaches
- 2 **Integration** of knowledge and learning
- 3 **AI-driven** decision support systems
- 4 **Openness** of the process

Hawkins et al., 2017; Jolles et al., 2022; Ostrom, 1996

# Transformation



*Is co-creation contributing to **systemic, structural change** in institutions, policies, technologies and societal norms?*

- 1 **Policy** influence
- 2 **Societal** impact
- 3 **Longevity** and **scalability**
- 4 Degree of **systemic** transformation
- 5 **Institutional anchoring**

Jolles et al., 2022,  
Skerletopoulos et al., 2020





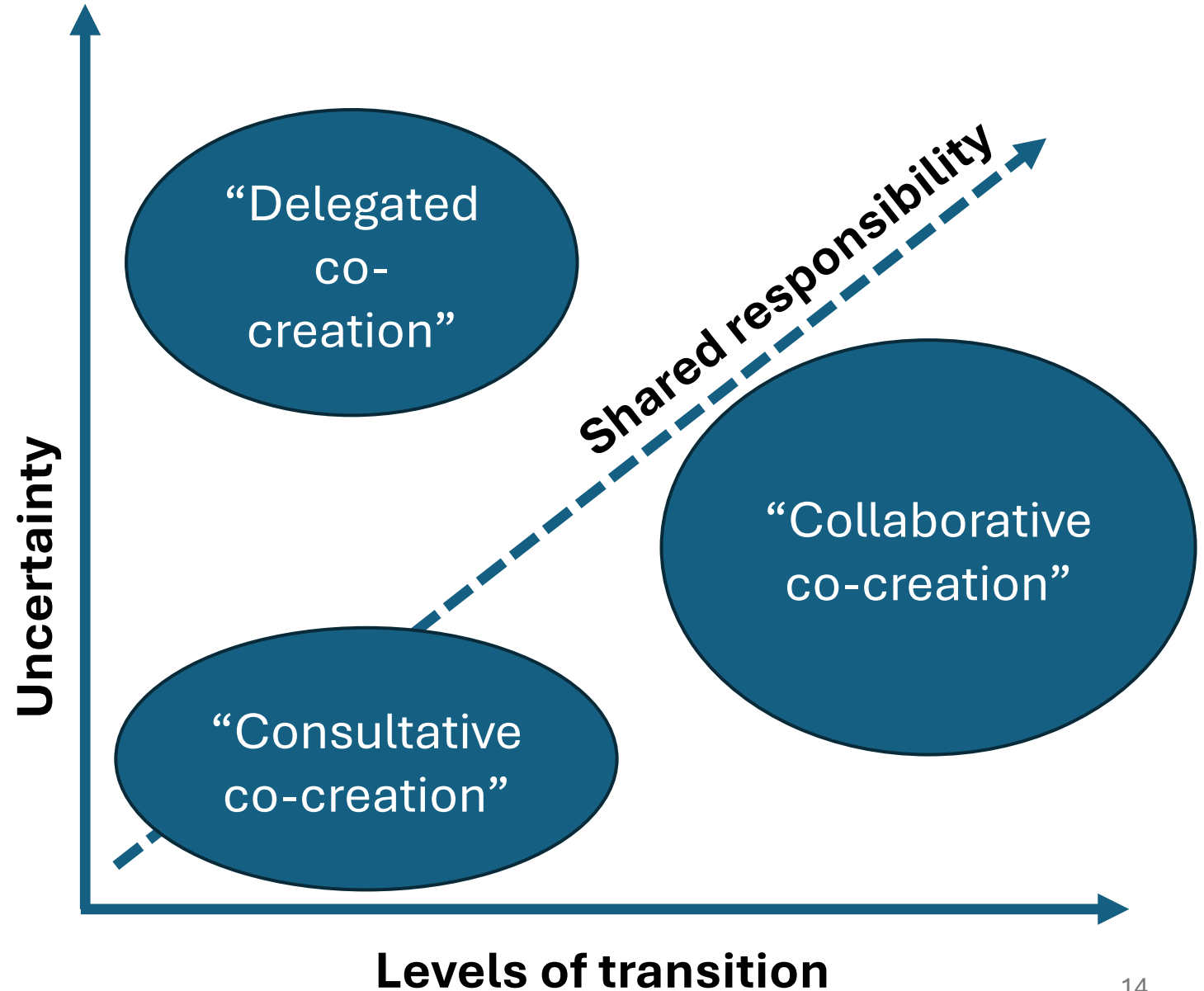
Culture

*Does co-creation **build an adaptive culture**,  
appreciating all the epistemic differences?*

- 1 Creative **integration** of ways of working
- 2 Emergence of shared **norms, values, trust**
- 3 **Trust**
- 4 **Cultural** grounding of the process
- 5 **Failure culture** and **learning**

Metz, 2015; Sherriff et al., 2019; True et al., 2019

There is no  
one-right-  
approach to  
co-creation







**In conclusion, if we want to scale co-creation in agroecology, we need new capabilities.**

Context

Behaviour

Skills

Values

Self

Thank you  
Cảm ơn



# Mini-Lab: Your experience matters

1. What is your experience with co-creating knowledge in agroecology?
2. Will the **Co-Creation Pentagon** help you to progress agroecology on your farm, lab, office?
3. What capabilities do you think are needed to make co-creation work at scale in agroecology?

# One final request

