

# Co-creation Workshop

with [Pr. Sharyn Rundle-Thiele](#)

*“Learn how to gather, analyse, and utilise consumer preferences to build better behaviour change programs, products, and services.”*



Professor Sharyn Rundle-Thiele applies marketing to improve people's health and wellbeing and to protect the planet. She founded Social Marketing @ Griffith and school programs such as Blurred Minds. Sharyn's work co-creates behaviour change programs with community and stakeholders. Sharyn loves to make changes happen. The work she leads has reduced koala deaths, reduced food waste and improved waterways. She has supervised more than 60 PhD students and she has trained 1000's of people in co-design.

## What is included in this workshop ?

- Understanding the co-design process
- How to apply the 7-step co-design process: Resourcing, Planning, Recruitment, Sensitising, Facilitation, Reflecting, and Building for Change
- How to effectively facilitate
- How to design programs with people, not for people

## Why attend this workshop ? By the end of this workshop, you'll be able to :

- Apply co-design insights to ensure you can deliver programs, products and services that people want
- Implement the 7-step co-design process
- Facilitate sessions to uncover new ideas
- Identify the strategies and actions your team should take

We will show you how to gather, analyses, and utilize consumer preferences to build better behavior change programs, products and services. The workshop will last all day, with a lunch break (**lunch not included**). **The number of place in presential is limited to 20 people, you must register using the link bellow :**

<https://cerag.univ-grenoble-alpes.fr/fr/form/inscriptions-cocreation-workshop>

*CERAG member's registrations are prioritized until the 25<sup>th</sup> of February, after which registrations will be largely open.*

**21 March 2025, from 9h to 17h**

**RDC CETA Building**

**150 rue de la Chimie**

**38400 Saint-Martin-d'Hères**

# Social Marketing @ Griffith

With the emergence of more social platforms, voices are getting louder about what needs to change. As social marketers, we always listen ensuring these voices are at the center of everything we do. Co-design empowers people. It recognizes people as the experts of their own experience. Co-design is a process that can be applied to learn what programs, products and services people want.

At Social Marketing @ Griffith, we build programs with people rather than for people. Every time we've applied co-design, we have generated voluntary behavior change. Our programs have delivered the positive outcomes we intended to see. Our most recent behavior changes programs have:

- Reduced koala deaths from dog attacks by 40% and car strikes by 83%
- Stopped 200,000L of leaves from entering ACT waterways
- Increased adolescent knowledge about alcohol and drugs and increased their ability to refuse to drink
- Increased women's enrolments in STEM programs at University
- Established community support for a plastic recycling system

**This event is organized in association with CERAG, the Grenoble IAE-INP M2S Chair, the GIT- Marketing Social et changement comportemental of the Association Française du Marketing and the Institut du Marketing social, thanks to the financial support of the UGA, which has made it possible to invite Sharyn Rundle-Thiele.**