

RESEARCHERS

Community Members

LIVING EXPERTS

Community members are the day-to-day experts on the application and impact of social issues.

Their expertise includes: real life impact, community connection and buy-in

Creative Sector

PROBLEM SOLVING/
CREATIVITY EXPERTS

The creative sector develop solutions and creative responses using people-centered approaches—all for engagement with the public.

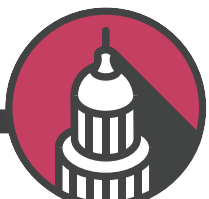
Their expertise includes: human connection with empathy, navigating complexity and ambiguity, creative problem solving, application

Education Sector

TEACHING/LEARNING EXPERTS

The education sector can drastically redefine the culture and beliefs of a community through personal education, especially youth learning.

Their expertise includes: historical and contemporary background on specialized topics, teaching, facilitation, making content digestible, problem solving



The Table of Collaboration

Co-Creation Process
for Community Engagement

creativereactionlab.com



Social & Civic Sectors

TOPIC EXPERTS

The social and civic sectors are the front-line responders addressing social issues.

Their expertise includes: the theory, history, and policy of the topic, evaluation metrics

Media Sector

COMMUNICATION/
TECHNOLOGY EXPERTS

The media sector creates and spreads messages to the general public using journalism, visual communication, and technology.

Their expertise includes: communicating ideas through engagement/entertainment, using technology to amplify messaging

Business Sector

FEASIBILITY EXPERTS

The business sector considers economic sustainability and growth when launching a business, program, or initiative.

Their expertise includes: enterprise scaling, idea viability and feasibility, business sustainability

DOERS

STRATEGISTS

TEACHERS