

# Principles of Co-design

1

## **Experience**

Co-design is a process and a mindset not an event.

---

2

## **Equality**

Co-design is about bringing those with lived experience and those technical expertise together, on equal footing.

---

3

## **Empathy**

The more you connect with the problem, the more innovative and effective your solutions will be.

---

4

## **Embrace ambiguity**

Get comfortable with the uncomfortable, unknown nature of co-design. Trust in the process.

---

5

## **Experiment**

Approach your solutions like experiments, if you're not prepared to be wrong, you're not prepared to innovate. Test, learn and iterate.

---