



## Implementation

### 10. Phase 5 – Refining/Embedding

This final phase is focused on reviewing what has been learnt through prototyping and testing and determining a suitable way forward. This could mean starting the ideation process again or looking at what can be changed and adapted to make the tested solution most effective.

As part of this phase, you will also work to determine what is needed to embed the solution into your organisation, community or group.

#### Reviewing and refining the solution

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Use feedback from the prototyping and testing phase (what worked, what needed adjustment) to guide further development and refinement of the solution until it fully suits the needs of the end-users.

Depending on what is being co-designed, this refining process could take time. Refinement may involve developing a project plan, updating policies, seeking funding for materials, changing processes or implementing an entirely new process or service.

It's important to continue to review and adapt the solution even after it's implemented. The needs of communities and individuals will continue to change and your initiative will need to continue to adapt. A flexible initiative that can be reviewed and changed is more likely to provide long-term benefits and meaningful systemic change.



Things to consider during final adjustments:

- Review all data and check your decision-making to ensure you haven't accidentally missed something.
- Test it with a small group of 'critical friends' and against your original objectives.
- Allow time for adoption of the initiative – change can take time.
- Prioritise action. What will gain momentum and is achievable in the early stages? (Perhaps a staged approach is a good idea). What actions can be achieved early and what are the audacious goals that will take time?
- Define what success looks like, and how and when it will be measured.
- Identify who is needed for the solution to be adapted successfully and how to engage with them (if you haven't already).
- Develop a review and adaptation process.



## Embedding your change

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Change happens when people take it on and like it. Making this happen can be a challenge but the co-design process will have helped generate significant engagement with key stakeholders, end-users, influencers and experts. This is one of the benefits of using this kind of a collaborative process - you will collect community champions and investment along the way.

Think about who in the broader community needs to be informed and involved in the initiative, especially those who weren't involved in design but will be essential during implementation.

Ensure your co-design team members actively advocate for the change. They can help build momentum and are the local voices likely to have the most influence.

*"It is empowering us as ordinary citizens to be involved and lead this."*

*Co-design team member, Huon Valley*

## Time to celebrate!

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Acknowledging and celebrating the work achieved by the co-design team is essential.

Be sure to recognise the team's work as well as that of the broader community. Doing so can highlight the importance of the co-design process, the results of the work and the plan to implement.

While this might sound trivial, don't overlook the value this will have on maintaining strong relationships, keeping people engaged and raising the profile of the work.

### **Example: Safeguarding Volunteering Project**

#### Reviewing:

The co-design team reflected on the community testing phase to distinguish key actions that needed to be included as priorities from those that were less important for their community. This allowed the team to develop key focus areas and tangible actions to achieve the change.

#### Embedding:

Councils undertook formal, internal endorsement processes to adopt the strategy across their organisation. They also supported community groups and organisations to incorporate actions from the strategy into their own practices and used various media platforms and community events to talk about the strategy.