



Co-Creation Challenge

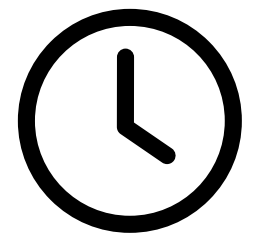
introduction

Students collaborate to create
their own solution to the challenge:

TO RAISE GENDER EQUALITY AWARENESS IN MUSIC FIELD

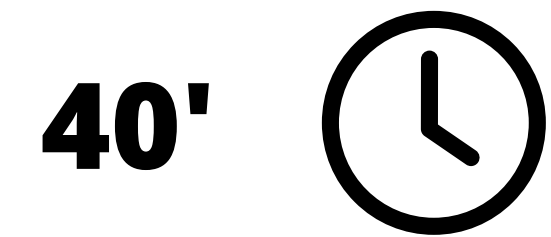
choice of the challenge

20'



1. How could we help to ensure that female composers' scores are played more often ?
2. How could we encourage more women to choose paths where they are currently under-represented ?
3. How could we celebrate the history of women in music ?
4. How could we make women artists and their work more visible ?
5. How could we promote the history of women composers ?
6. How could we use social networks to promote female artists ?
7. How could we make students more aware of gender diversity in their educational careers ?
8. How could we make students more aware of gender diversity outside their educational careers ?
9. How could we raise public awareness of the importance of gender diversity in music ?
10. How could we create mentoring spaces for female artists ?
11. How could we create musical events that highlight gender diversity ?
12. What local initiatives could we create to promote female artists ?

Who is it



You are going to create a solution to a challenge.

But the first question is:

Who will benefit from your solution ?

MBB CO-CREATION CHALLENGE

PERSONA SHEET

You have chosen a challenge you want to take up.
Now, who your audience is ?
The persona is the typical profile of the people
you'd like to address your solution to.

Team name:

Your Challenge:

who is it ?
(First name, age, gender, employment status, place of residence, interests,
consumer habits, use of social networks...)

A drawing of
the persona

Its benefits
Why this person would benefit from your
solution ? Why is it in its interest ? What
would be its benefits ?

Its obstacles
Why is it a challenge today for this person ?
What problem does it encounter ? In what
context ?

Existing solutions
Without your solution, what are the options today for the persona ?

what it is already doing

what is working fine

what is not working

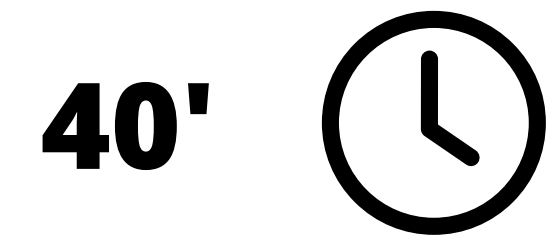
what is missing

1 sentence to sum up its need:
"i would like to..." ; "it would be nice to..." ; "i need help with..."

The LICA logo, featuring a stylized globe with colorful segments and the word "LICA" in blue.

its benefits

Why is it interesting for your public ?



MBB CO-CREATION CHALLENGE

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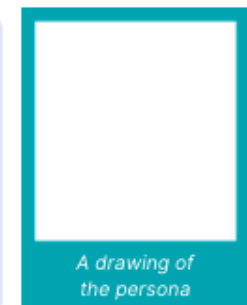
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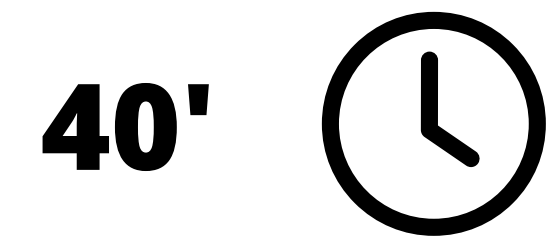
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its obstacles

What are the difficulties for your public with this challenge ?



MBB CO-CREATION CHALLENGE

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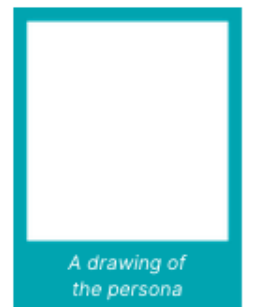
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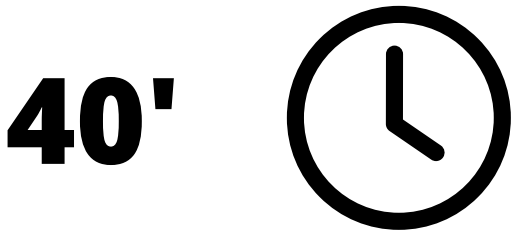
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Existing solutions

What are the solutions today for your public, concerning this challenge ?



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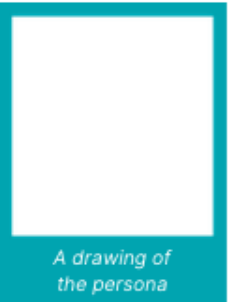
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To which need are you providing a solution ?

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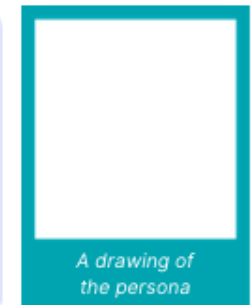
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