

Context

In 2026, we carried out a review of 'Our Direction 2023–2028' to assess our progress and identify areas for improvement.

Through our review, we aimed to:

- **Revisit** our core values and explore how we continue to infuse our values into our work
- **Reflect** on whether the ambitions from 'Our Direction' are still relevant
- **Review** the key focus areas of Co-Production Collective and determine if anything is missing.

Our updated values

Based on the feedback we received, we will continue upholding our five core values, with a modification to our definition of 'inclusive'. Additions have been **bolded**.



Inclusive

Proactively promoting inclusivity by being equitable, **anti-racist and anti-discriminatory** in our approach and implementing mechanisms to promote inclusive decision making.



Transparent

Committing to being open about the work that we do and acknowledging our position of power as individuals and addressing power imbalances.



Embracing of Change

Challenging the status quo, championing social justice, and welcoming new ideas and ways of working.



Kind

Building mutually beneficial relationships based on empathy, respect, honesty, and trust.



Reflective

Embracing ongoing self-reflection and valuing diversity of knowledge, experience, and perspective.

Our updated ambitions

Incorporating the feedback we received, our ambitions for the remainder of 'Our Direction 2023–2028' will be:

Lead culture change: Set a positive example by our approach to co-production to inspire role models across organisations, **research funders**, and systems to adopt and embed co-production and put people at the heart of everything they do.

Promote and embed learning: Promote the benefits of co-production, contribute to projects, and share our learning with others. Challenge the barriers that prevent co-production from being valued and widely embedded. **Encourage our partners to engage in reflective self-assessment in the months and years after working with us on co-production projects.**

Plan for the future: Ensure our organisation's long-term sustainability and provide support to organisations and co-production projects to assist them in making an impact through their work. **Enable sustainable partnerships by developing a Co-Production Collective code of conduct that guides collaborative working.**

Grow our community and live our values: Build a stronger and more diverse community and truly embody our values in all aspects of our work to make co-production more meaningful, equitable, and accessible to all who are interested. **Share how decisions are made and how community input influences outcomes through various communications channels.**

