



Co-creation *from profit to value*

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Market Leading manufacturer of medical appliances for intimate healthcare

What is the long-term value of co-creation?

Great fun
Inspiring
Social
Innovative solutions
The new buzz word
Young and trendy



No long term value



Setting the global standard in listening & responding

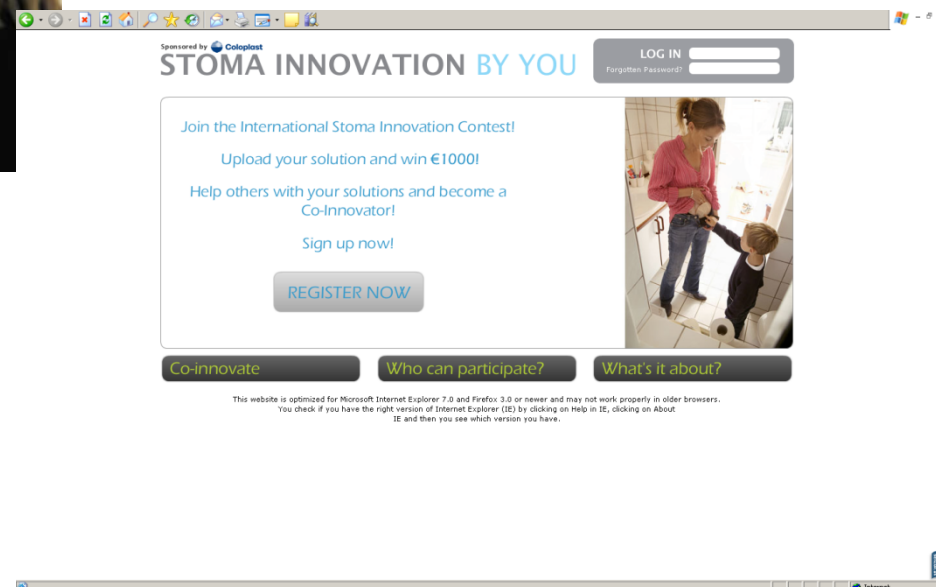


15 years experience with co-creation 1.0

*300 stoma nurses; 35 boards, 25 countries,
meeting twice a year, fully integrated in
innovation process from need to launch as
well local sales & marketing effort*

Moving to co-creation 2.0

- *Antropological studies*
- *Open innovation – idea + idea*
- *Virtual co-creation community pilots*
- *360 degree co-creation ambition*



Co-creation does add value, but how much?



Great results

Co-creation 1.0 was instrumental in moving Coloplast from **No 3 to No 1**

- *Strong and long term relations with professional caregivers*
- *Rapid uptake of new product solutions, innovative image*

Why

- *Limited scalability and difficult to evolve, competitors have caught up*
- *Only linked to a part of Coloplast's long term value creation*

Future

Co-creation 2.0 adds virtual opportunities, hence scalable and easy to evolve

It has the potential to positively impact and potentially radical change the **entirety** of Coloplast's long term value creation

- *from need to product or service solution*

- *from raw material to finished product*

- *from first customer contact to repeat orders delivered*

The question is how to do this in practice driven by value creation, not by interest and passion only

How to unlock the full value of co-creation?

- How can co-creation impact all parts of a company's long term value creation?
- What will it take to get co-creation to be integrated as an essential element of companies' strategic planning?
- Can the long term value be measured?

