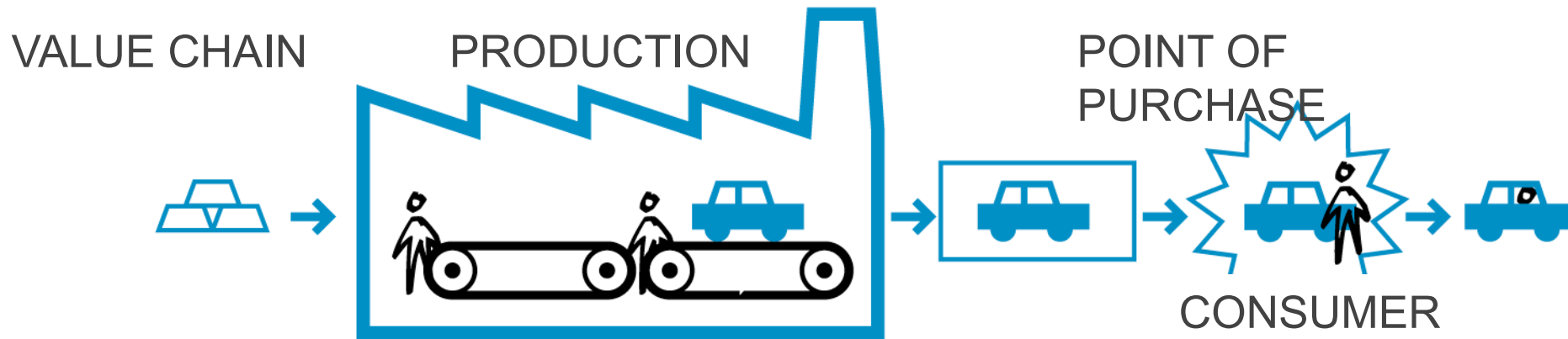




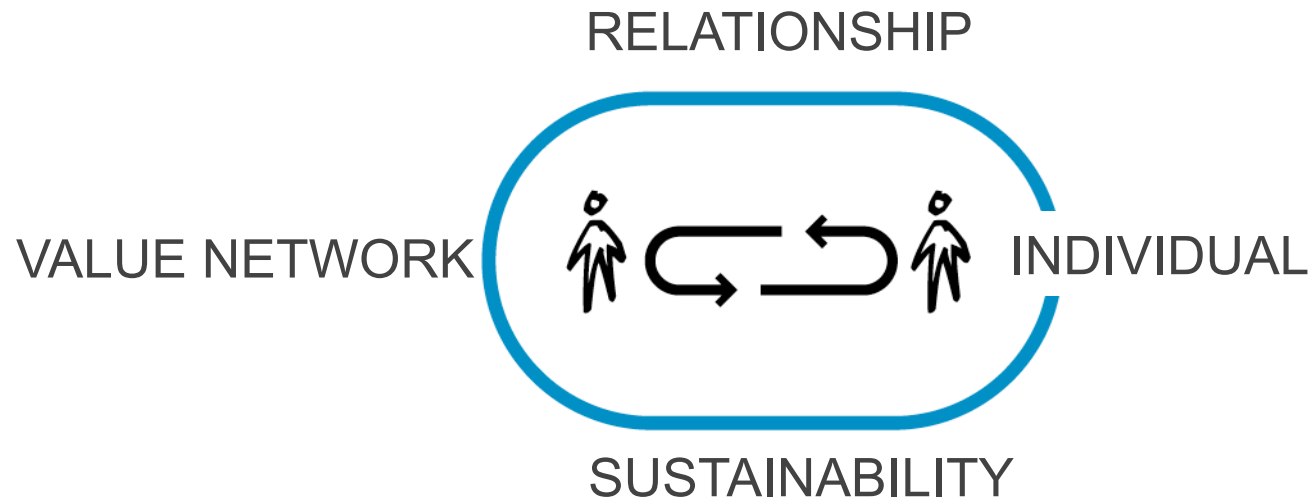
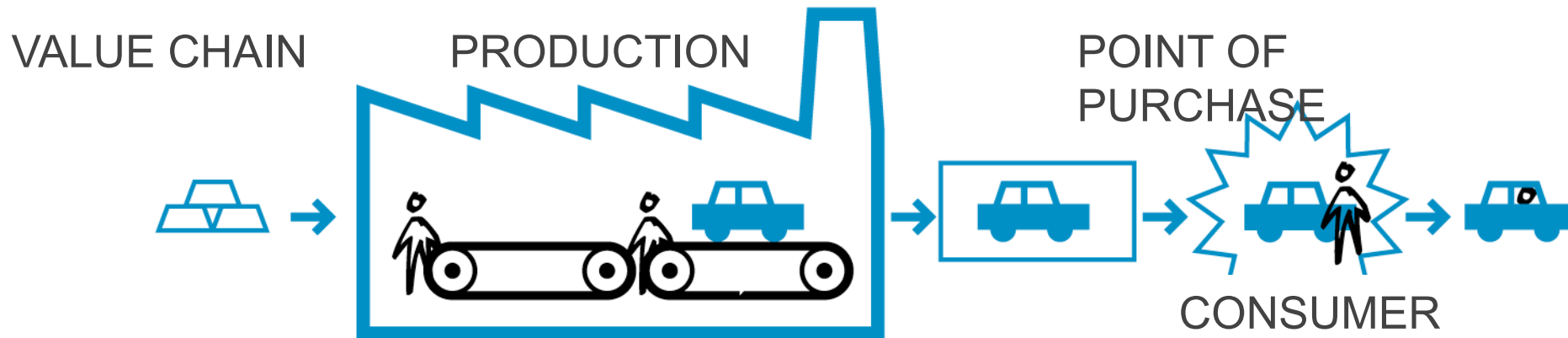
Copenhagen Co'Creation
Lavrans Løvlie

From the industrial economy...

live|work



...to the service economy



Service Thinking

	Industrial society		Service society	
	Service as Support	Service Management	Service Equilibrium	Service Equity
Typical Characteristic	Service as a means to aid product sales and supply	Service as a managed process creating efficiencies	Service as a balanced relationship between provider and customer	Service as a platform to create new value that is of benefit to all parties
Service Ethos	Necessity	Efficiency	Value	Opportunity
Customer Orientation	Consumer	Customer	Client	Co-producer
Technology	Contacts Database	Customer Relationship Management	Customer Experience Management	User Engagement Platform

Data is the new oil

live|work



Design = Use Data Democracy