

# **copenhagen** **co'creation** / designing for change / 09

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## **/ manifesto** **/ 2009.08.30 third draft**

### **co-creating for change**

We live in a time of increased scarcity and increasing pressure on dwindling resources. Existing structures and methods have proven inadequate to create sustainable social, cultural and environmental solutions. In a connected world we have the opportunity to tap into the entire creativity of mankind in order to explore new ways.

Co-creation is a tool we can use to seize this opportunity.

Co-creation offers a unique opportunity for individuals, organizations and communities alike to discover and implement new adaptable methods for creating impact and value. Methods that inspire, involve and empower people to participate in the creation of solutions that meet their needs, dreams and aspirations. Methods that can help create long-term improvement in the quality of life for everybody everywhere, and that enable people to share and learn from each other's

experiences.

Co-creation is a mindset and a movement that celebrates the creativity of mankind. It is about creating value at all levels.

## vision

Co-creation is by far the best approach to creating value in business and public life by maximizing the involvement of all interests and stakeholders. Through co-creation, companies, organizations and communities will empower people, and be empowered by them, to participate, assume responsibility and take action to create and continuously improve relevant ways of improving life.

We will be able to do this faster, while creating greater ownership, by taking advantage of the collective knowledge and skills of the entire population, because every interaction is seen as a nodal point of possible creation. Boundaries will dissolve and silo thinking will break down, while diversity will drive creativity and the development of holistic, sustainable solutions.

## challenges

Co-creation can help us face the limitations created by existing mindsets, cultures and habits. But there are still many challenges to be addressed:

/ How do we move beyond the terms 'users' and 'customers' to focus on 'people'?

/ How do we provide people with the means and tools to create their own solutions?

/ How do we move beyond selective openness towards true transparency?

/ How do we create profitable new business models based on co-creation?

/ How do we create new measuring tools to evaluate and reveal the value of co-creation?

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Draft presented by the network at the seminar