

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

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/ manifesto **/ 2009.08.29 second draft**

co-creating for change

Technology, the economy, communication and living conditions in general are continuously and rapidly changing, increasing the complexity of our everyday life.

New connections and relations emerge between people all around the world and no longer can any individual take sole responsibility to find a way through this. No profession offers one toolset to handle it and there are no generic solutions or static

models to address this with.

Businesses, organizations and politicians need to seize this opportunity to search for and implement different models for creating impact and value: models that inspire, involve and empower people to participate in creating solutions that meet their needs, dreams and aspirations; models that improve the quality of life for everybody everywhere on a long-term scale; modelst-

hat enable people to share and learn from each other's experiences; models that are adaptable to change.

vision

Co-creation implies creating and implementing bottom-up and top-down processes simultaneously and continuously and is a means to create these models rather than a goal in itself.

/ Companies will engage with their customers and users to create new relevant solutions with long-term value.

/ Organizations will empower people to take part, take responsibility and take action in shaping their everyday lives and creating better and sustainable solutions faster and with greater ownership, because every interaction is seen as a point of possible creation. Boundaries will dissolve and silo thinking will break down, while diversity will drive creativity and holistic solutions will appear.

/ Societies will involve and inspire citizens and communities to take part in the creation and continual improvement of socially desirable outcomes by taking advantage of the shared, collective knowledge of all citizens.

challenges

To realize that a number of challenges must be overcome – of mindsets, of cultures, of habits and of conformity.

from user-driven to people-centric

To be able to design FOR and WITH people it is necessary to move beyond the concept of users or customers and consider them as whole people; their daily lives, aspirations, dreams, wants and needs.

/ How do we find opportunities and solutions for and with people?

/ How do people get the means and tools to act, speak and picture their dreams?

/ People-centric design is costly. How can value be manifested in both the short and the long terms?

from openness to transparency

To empower people inside and outside the organizations to participate in co-creation we need to move beyond openness – sharing selected information with selected people – towards true transparency, thereby creating a common platform of trust and insight.

/ How can organisations be encouraged to open up to customer input?

/ How can the internal performance of co-creation be measured?

/ Can new IPR models generate more value than the old ones?

/ What new business models might be possible with co-creation?

from profit to value

Creating value is what business is all about.

/ Can value be defined upfront before engaging in the process?

/ How can sustainable and systemic value be measured?

/ Can co-creation offer new ways of increasing, sharing or rapidly creating value?

bringing together wants and needs

By considering people as individuals within their respective contexts, people can be involved in understanding their needs and reducing the gap between needs and wants.

/ Who decides what peoples wants are and what their needs are?

/ (How) can design contribute to making people's needs appealing enough to become wants?

/ How do we engage people in their needs without countering the idea of co-creation?

7 PM 2009.08.29.

Draft reviewed by the network