

# copenhagen co'creation / designing for change / 09

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## / manifesto / 2009.08.30 fourth draft

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. At the same time technology, the economy and the world of communication are continuously and rapidly changing, increasing the complexity of society and daily life. 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 distinctive potential for individuals, organizations and communities to discover and implement new, adaptable ways of creating impact and value. Methods that inspire and empower people to participate in the creation of solutions

that meet their needs, dreams and aspirations, and 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 by creating value at all levels.

## vision

Co-creation will empower people, companies, organizations and communities to assume responsibility and take action to create and continuously improve relevant ways of improving life. In return, increased empowerment will fuel and drive the process of co-creation itself.

No profession offers one toolset to handle this and there are no generic solutions or static models to address this with. But as new connections and relations between people all around the world emerge we have the opportunity to tap into the entire creativity of mankind and explore new ways to approach changes.

We will be able to do this faster and with less risk through the ongoing process of co-creation, ensuring ownership and taking advantage of the collective knowledge and skills of all relevant stakeholders in the process. In the co-creative organization there are no boundaries or silo thinking, while diversity will drive creativity and the development of holistic, sustainable solutions.

## challenges\*

Co-creation changes the game of innovation from designing FOR people to designing WITH people. And there are many challenges to be addressed:

/ How do we create a common language for people across organizational, professional and national cultures to co-create?

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

/ How do we nurture the holistic and empathetic approach needed in co-creation while maintaining focus on specific skills and deep knowledge?

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

/ How do we develop new models for IPR that go beyond protectionism and celebrate the value of sharing and co-creating?

8 PM 2009.08.31

The draft condenses ideas and thoughts developed by the 150 participants on August 30.

\* The five challenges are a recapitulation, condensing the larger number of ideas and thoughts developed by the 150 participants on August 30. After the seminar, the Copenhagen Co'creation team reviewed the many points and has tried to condense these ideas into the Manifesto Draft 4. Please follow the most frequently pointed out ideas and suggestions, encapsulated in the five challenges here:

# appendix to challenges

## **Challenge no.1:**

### **Global scale, culture and people**

- / How do we break pattern – human and territorial?
- / How do we embrace diversity and celebrate cross-pollination instead of addressing it as a challenge?
- / How do we define needs and desires on a large scale (worldwide)?
- / Can we create global platforms for the mindset of co-creation?
- / How can we know what is the common good?
- / How do we start the dialogue and work with people instead of changing them?

## **Challenge no. 2:**

### **Frameworks, tools and methods**

- / Do we have the tools needed to create value through co-creation?

- / How do we train people to 'leave their ego at the door'?
- / How do we get people to recognize themselves as co-creators?
- / How can we change people's mindset from thinking about 'users' to considering 'people' as a whole?
- / How do we describe major agendas like sustainability as matters to co-create on?

## **Challenges nos. 3 & 4:**

### **Leadership and personal development**

- / How can we deliver proof of concept and convince decision makers?
- / How can we define and measure the impact of a co-creation process?
- / How do we ensure co-creation leads to real value?
- / How do we overcome the fear of failure?
- / How do we encourage people to keep learning and stay curious?
- / How do we keep people eager to develop when they are successful?
- / How do we ensure the right leadership in co-creation processes?
- / How do we keep co-creation an ongoing process / keep the momentum?
- / How do we get feedback to monitor continuous improvement?
- / How do we fuel sufficient enthusiasm for participating in co-creation processes?
- / What is in it for the people involved?
- / How do we address personal achievements/ individual rewards?

## **Challenge no. 5:**

### **Competition, sharing and IP rights**

- / How far will or should we go towards the transparent organization (competitors)?
- / How do we make clear rules for involvement of people from outside the organization?
- / How do we keep company strategy when opening up to co-creation with others?
- / How can we create viable new business models based on co-creation?

## **More frequently pointed out challenges:**

- / Can we build public policy based on co-creation?
- / When is co-creation not appropriate?
- / How do we implement the principles of co-creation in education?
- / Will everybody want do 'good' – can you co-create destructively?
- / How do you qualify to be a part of 'we'?