

TAKING
COOPERATION
FORWARD



📍 Closing Open HoCare2.0 Conference, Czech Republic/Virtual

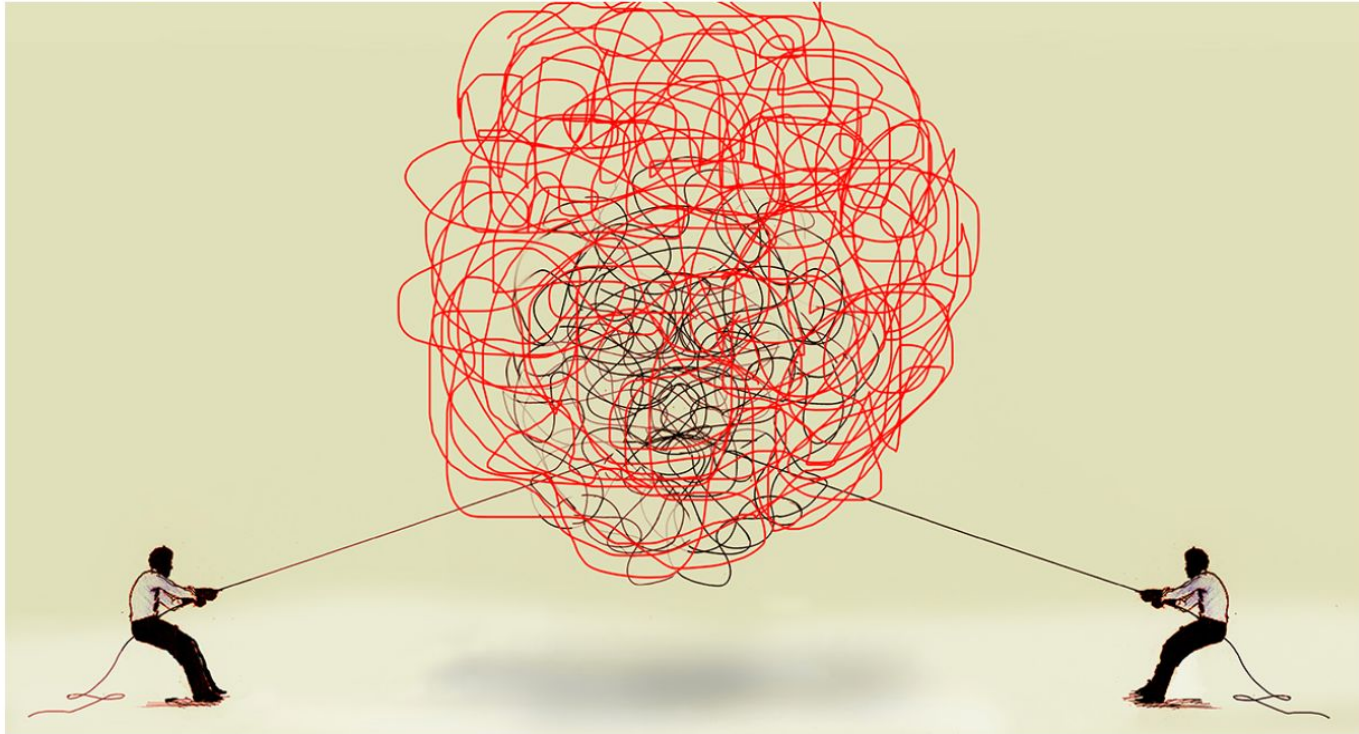
💬 **Co-creation process** - how to connect the dots

👤 HoCare2.0 | Katarzyna Ociepka-Miąsik

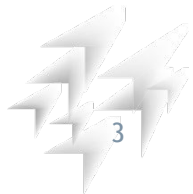


Co-creation has become a widely used term to describe a **shift in thinking** from the organization as a definer of value to a more participative process where people and organizations together generate and develop meaning and solve new and complex problems.





Gary Waters/Getty Images <https://hbr.org/2013/09/understand-the-perils-of-co-creation>



V

VOLATILITY

The challenge is unexpected or unstable and may be of unknown duration, but it's not necessarily hard to understand; knowledge about is often available.

U

UNCERTAINTY

Despite a lack of other information, the event's basic cause and effect are known. Change is possible but not a given.

C

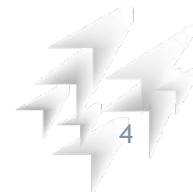
COMPLEXITY

The situation has many interconnected parts and variables. Some information is available or can be predicted, but the volume or nature of it can be overwhelming to process.

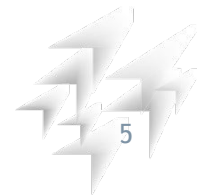
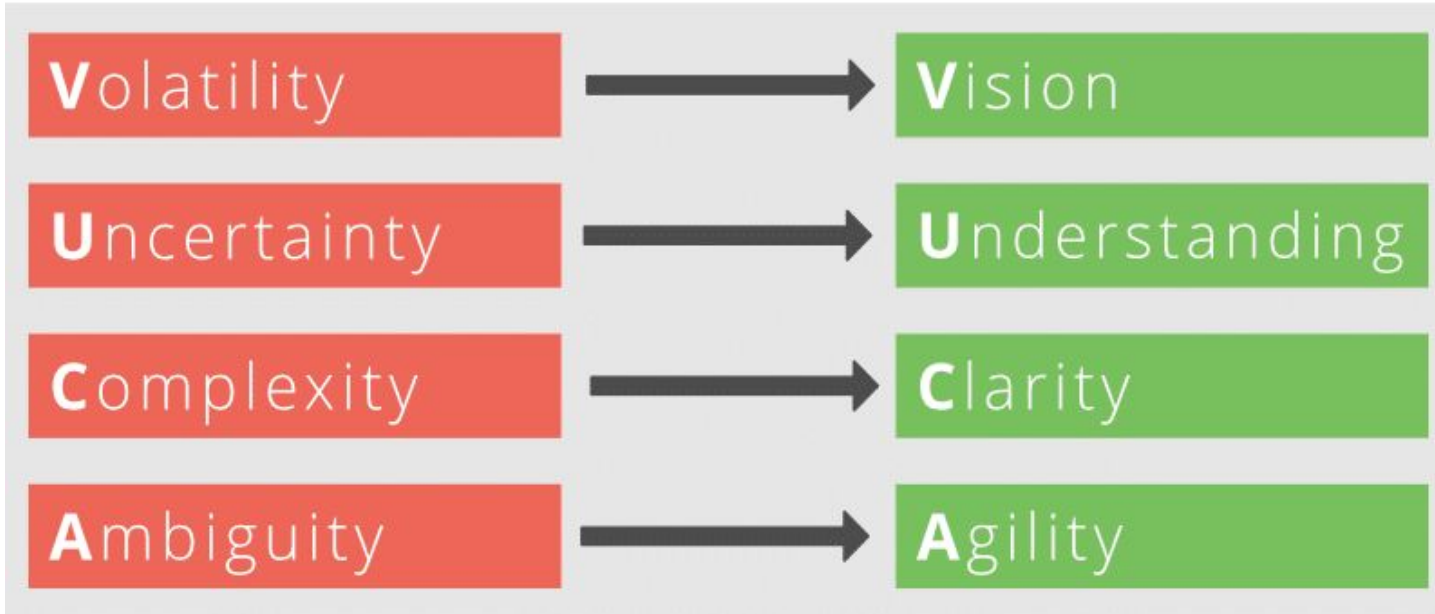
A

AMBIGUITY

Casual relationships are completely unclear. No precedents exist; you face "unknown unknowns."



VUCA



Co-creation

collaborative
production

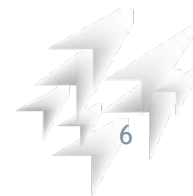
collaborative
economy

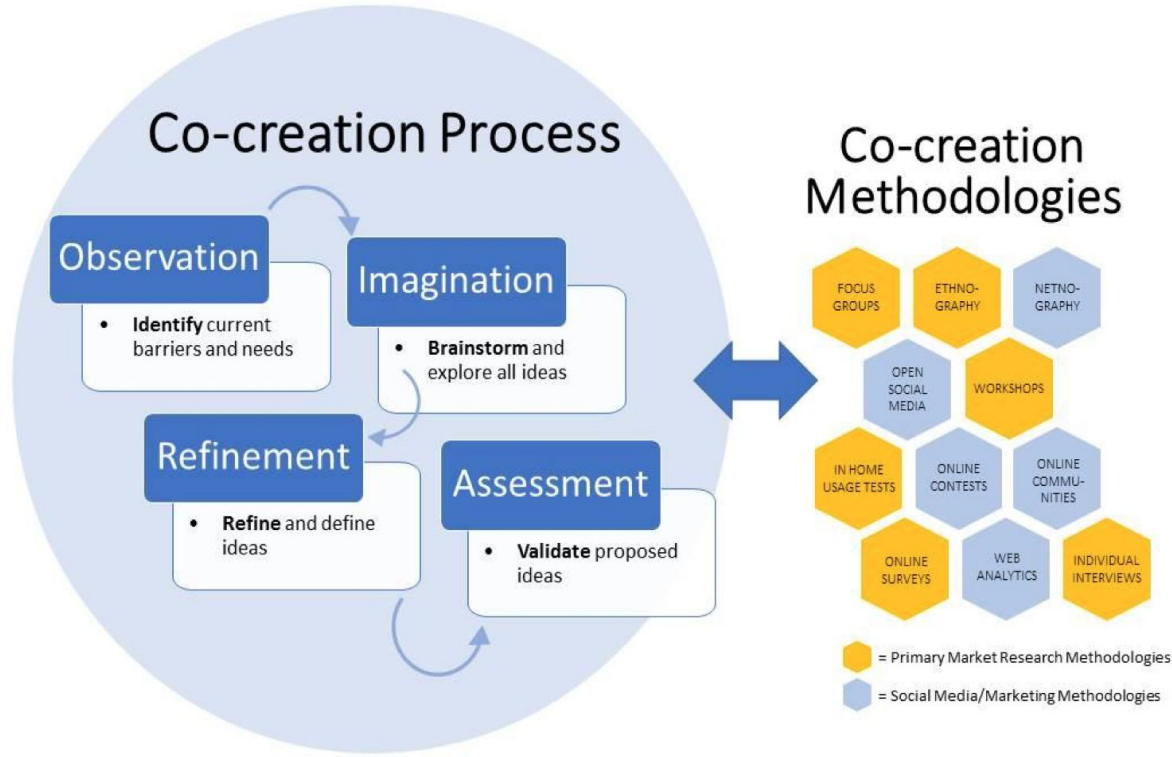
collaborative
society

the age of
sharing

co-design

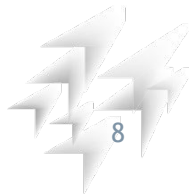
co-creation





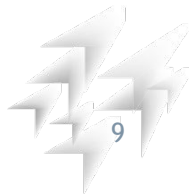
Co-creation - 5 steps

- **Understand and explore:** what are the core challenges of citizens and administrations?
- **Define the challenge:** which are the most important challenges we need to focus on first?
- **Ideation:** what are the most promising solutions and problem-solving approaches?
- **Prototyping and testing:** does an idea work? How can it be optimised?
- **Implementation:** how to bring a solution to life

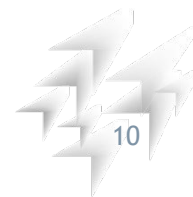
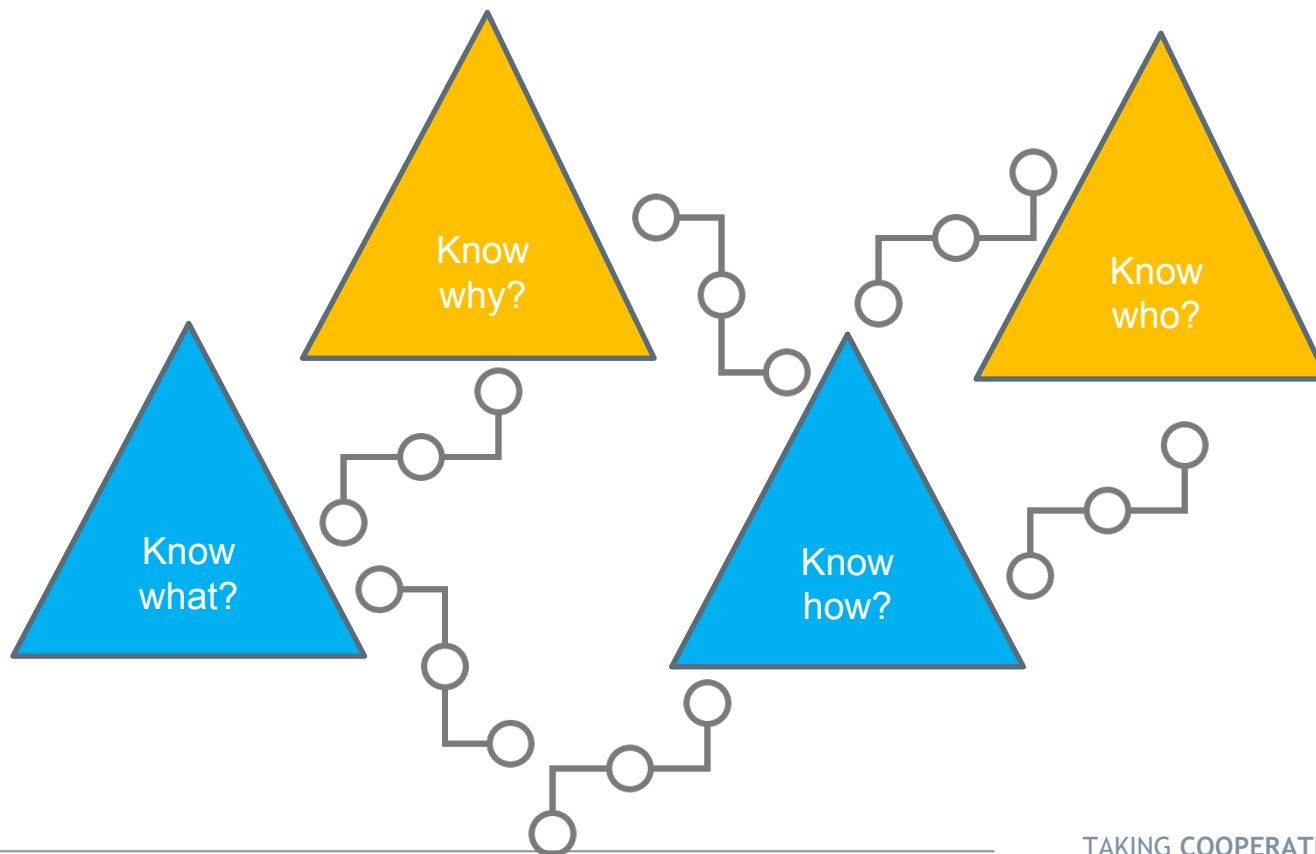


Co-creation creates value in four areas:

- **Direct Results** - new product or service. The goal is to add and create some economic value out of it.
- **Direct Spinoffs** - the contacts and links you develop during the co-creation serve you long after the gathering.
- **Future Results** - A new product after the co-creation would inspire to add an extension of the same category of new products. That's why it's called the snowball effect.
- **Future Spinoffs** - Sometimes, the results of co-creation initiate a chain reaction of productivity and they have long-term impacts. The future spinoffs aren't always clear and they're difficult to predict, but the experience shows it's happening.



Co-creation and the the knowledge



Thank you for your attention



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