Future Strategic Challenges on Co-creation

Panel Discussion

ACCOMPLISSH Co-creACTION Summit
Barcelona, 31.01.2019

Christoph Koeller
Nobody is interested in co-creation. Nobody is interested in using SSH knowledge ...

... as long as there is no perceived contribution to solve real problems!

Challenges

- Identification of problems in society and economy that may be tackled by SSH-related co-creation
- Explain what SSH do exactly bring to the table
Co-creation is about working together – it may combine SSH and STEM, academics and practitioners. It often means: to blaze new trails.

But: no incentives, no motivation to blaze new trails, no co-creation.

**Challenges**

- How to (personally) motivate actors in society, economy, academia to work in co-creative projects?
- Which kind of incentives?
- Which training is necessary?
Core success factor of working together: trust. Mutual trust!

The equation is: 0 trust = 0 co-creation.

Challenges

• Measures to create trust?
• How to understand each others perspective?
• In which AIDA phase of co-creation is SSH academia?
• And the users?
Co-creation is no one night stand! It requires sustainability. And visibility of SSH opportunities are needed. There is no simple access to SSH knowledge.

Co-creation needs a physical home!

Challenges

• How to create a physical home for co-creation?
• What examples are available?
• And who should start a co-creation process?
Future challenges on co-creation?

„Users“:
„Be aware that innovation is not only about technology. It always includes human beings. Understanding is necessary. SSH is about understanding. Co-creation needs SSH.“

„Academia“:
„Hey SSH-academics, go out, get your hands dirty and leave your comfort zone.“
Thank you very much for your attention!