

# Future Strategic Challenges on Co-creation

Panel Discussion

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**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

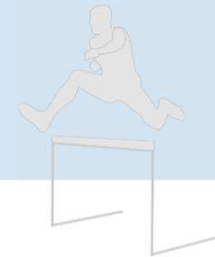


**Co-creation is about working together – it may combine SSH and STEM, academics and practitioners. It often means: to blaze new trails.**

**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.“

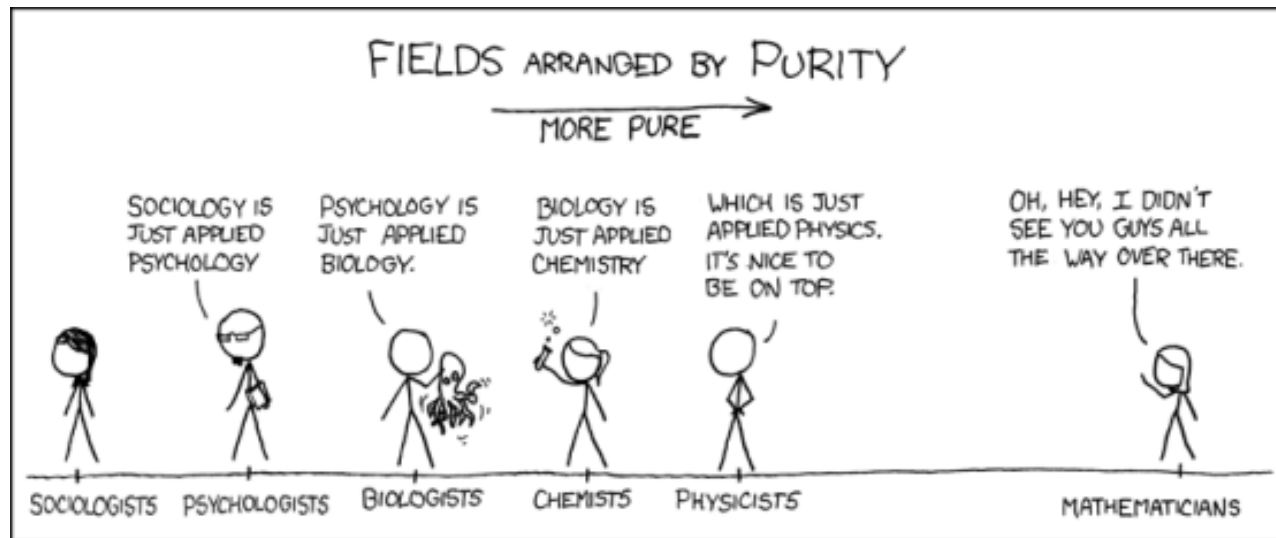


### „Academia“:



„Hey SSH-academics, go out, get your hands dirty and leave your comfort zone.“

# Thank you very much for your attention!



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