

Co-creación

- * La cocreación es una forma de innovación abierta: permite a las organizaciones crear valor utilizando la creatividad colectiva, el conocimiento y la experiencia, el talento y el entusiasmo tanto de las personas internas como externas a la organización. De forma conjunta “construyen” un nuevo producto, servicio o marca.

THE CHALLENGE ENGAGE CLIENTS + CUSTOMERS INSIDE & OUTSIDE THE BUSINESS



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Ejemplos de Co-creación

Google™

WIKIPEDIA



INNOCENTIVE



threadless™
Nude No More

WIKIPEDIA



WHAT IS INNOCENTIVE?

InnoCentive harnesses collective brainpower around the world to solve problems that really matter.

[Learn more ▶](#)

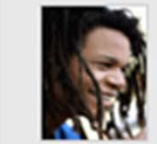
OPEN CHALLENGES

[Show Newest Challenges](#) ▼ [View all Challenges >>](#)


	Long-term Preservation of Multicellular Organisms in a Recoverable Latent State	\$20,000 USD	48 active solvers	Deadline - May 29, 2010
	Rapid Therapeutic Development Pipeline	\$10,000 USD	129 active solvers	Deadline - Jun 10, 2010
	Membrane-associated Protein Expression	\$25,000 USD	91 active solvers	Deadline - May 9, 2010

WINNING SOLVERS

[View all Winning Solvers >>](#)



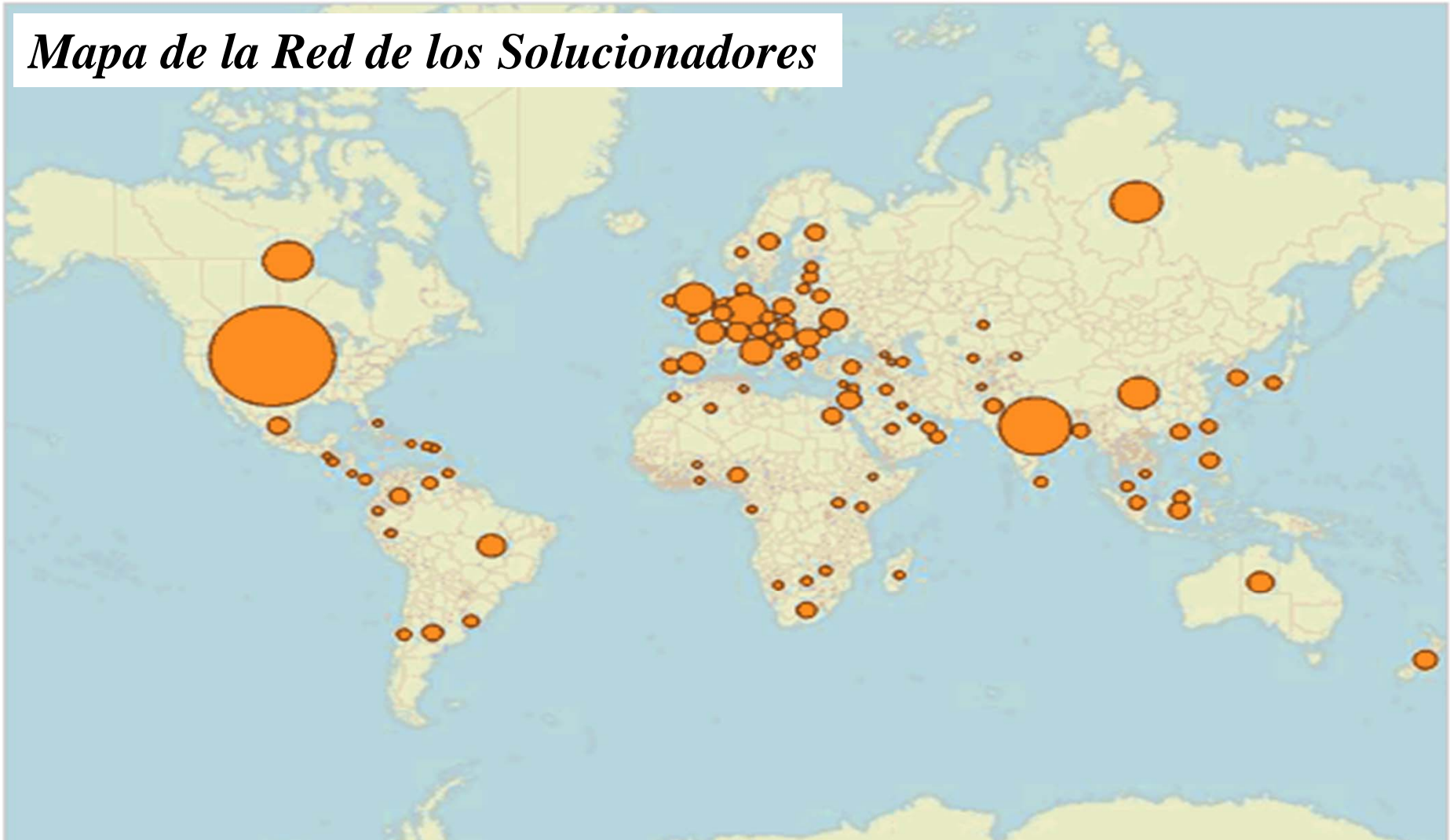
[View Challenge](#)
Jason Harper
[Read Bio >>](#)



[View Challenge](#)
Yuri Shafran
[Read Bio >>](#)

SOLVER NETWORK

Mapa de la Red de los Solucionadores



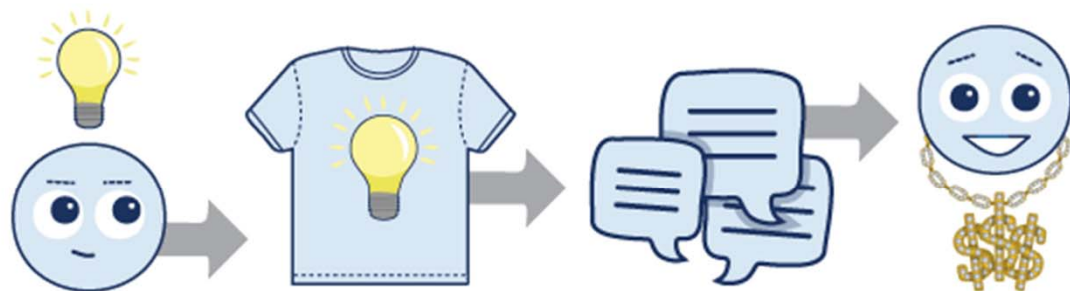
Comunidad “Solucionador Innocentive”.

Miembros activos en más de 200 países.

El mapa representa el conjunto de las soluciones presentadas a partir de febrero de 2010. Se muestra el país de origen de la solución.

Submit an idea for a chance at fame, friends & **TWENTY-FIVE HUNDRED DOLLARS!***

Design



a. Get your idea ready to be submitted...

Take some time to come up with the best original idea you can think of. We're not talking your fraternity's logo or a photo of your new puppy. We're talking an idea so amazing that your eyeballs may explode if you stare too long!

Critique



Not sure if your design is ready? Why don'tcha submit it for a critique!? You can get community feedback on your ideas to help you finalize your design before submitting it for scoring!

[Submit a critique](#)



Submit a slogan!
If we print it, you get

\$500

Did you know that every TypeTee began as a slogan submission? Think you got one?

[Click here to submit!](#)

Más ejemplos de Co-creación

*Patiens
Like me*



MixedInk




PatientsLikeMe

patientslikeme™ Patients helping patients live better every day.

 Patients |  Treatments |  Symptoms |  Research

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 Search

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Share Your Experience »

 See how easy it is...

Find Patients Like You »

 Try it out...

Learn From Others »

 Discover the power of many...

Join Now (It's free!)

Already a member? [Log in](#)

 Click on member photos for more details



What's New



Lithium & ALS Study

See how ALS patients taking lithium are doing in real-time. [Learn more...](#)

Our Current Communities

[ALS/Motor Neuron Disease](#)

[Anxiety](#)

[Bipolar](#)

<http://www.patientslikeme.com/>



El cas de Lego és significatiu. En el seu projecte Lego Factory amb el lema de "**Construeix el teu propi camí**" convida a dissenyar el teu propi model de Lego, proporcionant un programari de disseny i la possibilitat de demanar les peces necessàries per dur a terme.

En només un any des del seu llançament al novembre del 2004 es van llançar **tres nous productes dissenyats pels seus participants**.

D'aquesta manera es va propiciar un diàleg i es va construir una manera d'establir una **relació amb consumidors** apassionats per una marca disposats a influenciar i compartir els seus valors.

MixedInk



many people, one voice



about



new topic



jump in



tour

Connect, collaborate & be heard

MixedInk takes a fresh approach to collaborative writing. It's a fun, democratic and elegant way for people to weave their best ideas together. (Plus, it's free!)



MixedInk is used by

students, employees, fans, activists, political & community groups, unions, citizen journalists... pretty much any group with an opinion.

Together, people write

op-eds & letters to the editor, text for petitions, mission statements, questions & comments for politicians & stars, news articles, blog posts, and lots more.

Easy to start & simple to use.
Have fun connecting with your community.



Pepsi: co-creació, marketing i responsabilitat social



Pepsi ha llançat una iniciativa de responsabilitat social corporativa (RefreshEverything.com) que recull els principals principis de la co-creació: **lliure participació per aportar idees i votar, amb importants incentius per premiar / finançar les millors.**

Cada mes, del miler d'idees acceptades, es seleccionen les millors en 5 categories (salut, art i cultura, assistència social, medi ambient, comunitat i educació) que reben premis entre 5.000 \$ i 250.000 \$.

El projecte, un terç del pressupost de màrqueting de la companyia, suposa una important aposta cap a un nou model de comunicació allunyat de la compra d'espais en el *prime time* de TV.

Pot un refresc fer del món un lloc millor?

Help shape the future of Starbucks - with your ideas

You know better than anyone else what you want from Starbucks. So tell us. What's your Starbucks Idea? Revolutionary or simple-we want to hear it. Share your ideas, tell us what you think of other people's ideas and join the discussion. We're here, and we're ready to make ideas happen. Let's get started.



share

Post your Starbucks Idea - from ways we could improve to things we've never even thought of.



vote

Check out other people's ideas and vote on the ones you like best. The community votes. The community decides.



discuss

Talk about ideas with other customers and our Starbucks Idea Partners and help make them even better.



see

This is the proof. See which of your ideas were the most popular and watch as we take action.

e&s

BUSINESS SCHOOL

Más ejemplos de Co-creación



It's time to reinvent management. You can help.

Welcome

Aspire

Innovate

Learn

The Management Innovation eXchange (MIX)

The MIX is an open innovation project aimed at reinventing management for the 21st century. Here on the MIX impassioned innovators from around the world are working together to tackle today's — and tomorrow's — toughest management challenges.

[JOIN THE MIX NOW](#)

[LEARN MORE ABOUT THE MIX](#)

[Contest Home](#)[Contest Rules](#)[Prizes & Judges](#)[News & Updates](#)

Compete for the world's first Management Innovation Prize:

- Help reinvent management for the 21st century.
- Get recognized as a path-breaking management innovator.
- See your idea change organizations around the world.

...by submitting a *STORY* (a real-world case study), or a *HACK* (a bold idea that deserves to be tested).



Contest deadline: June 30, 2010

[JOIN THE MIX](#)



M-Prizes will be awarded for groundbreaking stories and hacks for 3 Moonshots:

Reinventing Leadership

The era of the all-knowing, all-powerful, command-and-control leader is over. In the organization of the future, authority will derive less from one's hierarchical position than from one's ability to inspire, connect and enable. [Read more](#)

[Submit Your Hack](#)

OR

[Submit Your Story](#)

Increasing Trust

To stay ahead of the change curve, an organization must be filled with people who are unafraid to speak up, take risks, exercise initiative and challenge the old guard. Fear paralyzes, mistrust demoralizes — these things must be wrung out of 21st century organizations. [Read more](#)

[Submit Your Hack](#)

OR

[Submit Your Story](#)

Taking the Work out of Work

Human beings are most productive when work feels like play. Enthusiasm, imagination and resourcefulness get unleashed when people are having fun. In the future, the most successful organizations will be the ones that are best at blurring the line between work and play. [Read more](#)

[Submit Your Hack](#)

OR

[Submit Your Story](#)

Bill George

Harvard Business School
Author, *Authentic Leadership*

[Bill George's blog](#)

John Mackey

Co-founder & CEO
Whole Foods Market

[John Mackey's blog](#)

Leighton Read

Alloy Ventures
Author, *Total Engagement*

[Leighton Read's blog](#)

Terri Kelly

CEO
W.L. Gore & Associates

[Terri Kelly's blog](#)

Raj Sisodia

Professor of Marketing
Bentley University

[Raj Sisodia's blog](#)

Tom Malone

MIT Sloan School of Education
Author, *The Future of Work*

[Tom Malone's blog](#)

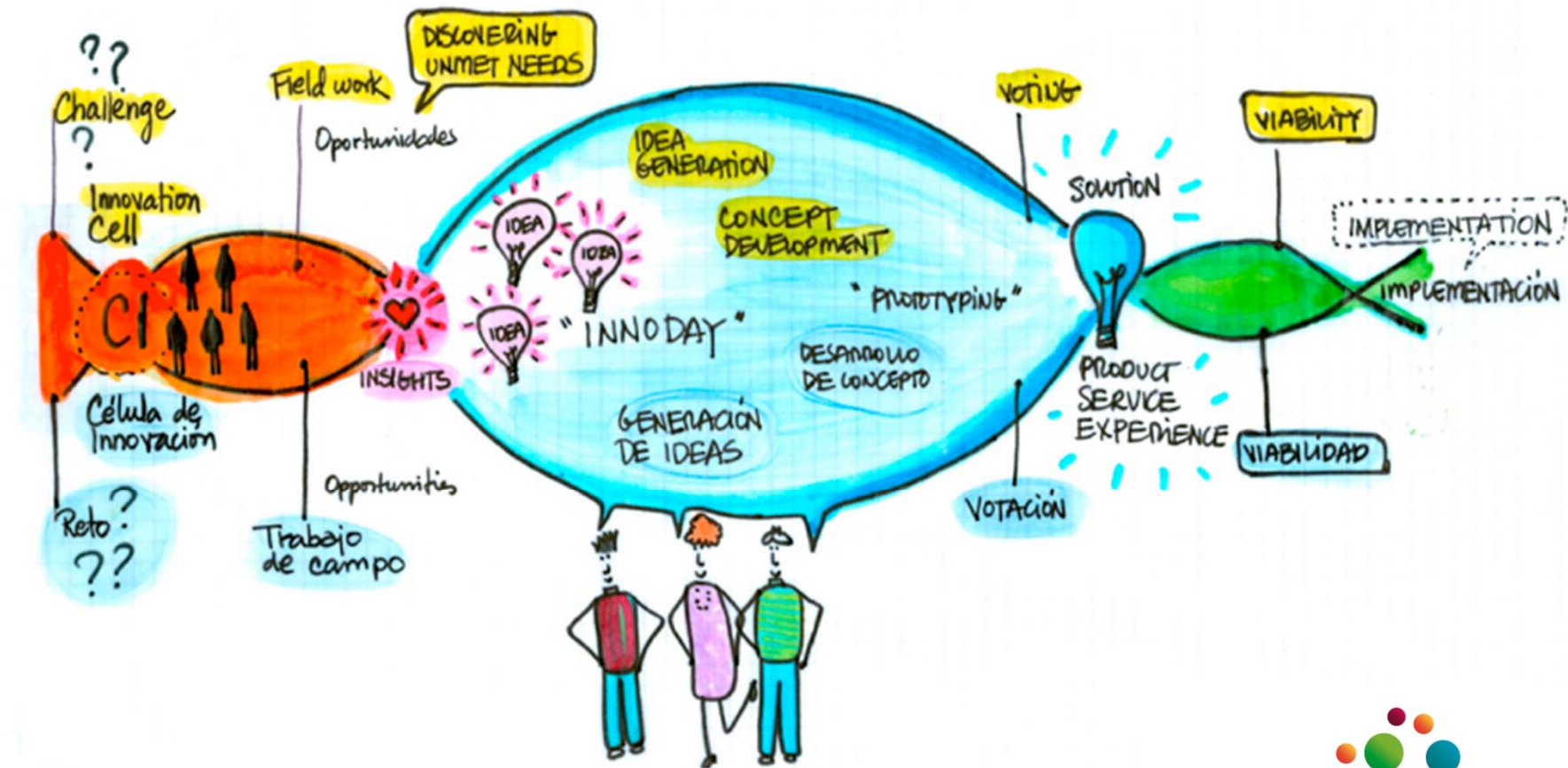
“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has”

Margaret Mead - Antropóloga



Proceso de Co-creación

THE PROCESS:



**TRABAJAMOS DE FORMA CONJUNTA CON USTED PARA: /
WE WORK TOGETHER WITH YOU TO:**



Reunir a clientes y a su equipo para identificar y co-crear nuevos productos, servicios o experiencias de marca.

Bring together customers and your team to identify and co-create new products, services and brand experiences.



Involucrar activamente a los equipos directivos y empleados para resolver problemas, generar ideas, construir juntos nuevas soluciones y crear nuevos modelos de negocio de gran relevancia.

Actively involve management team and employees at all levels to solve problems, build together new solutions and co-create highly relevant new business models.

WHY CO-CREATION ?

Co-creation is a **CREATIVE** collaboration between diverse **STAKEHOLDERS** to **define**, **clarify**, **create** and **realize** visions that provide **VALUE** in **deeper** sense!!!

Bence Banerjee, Director Stanford Design Program

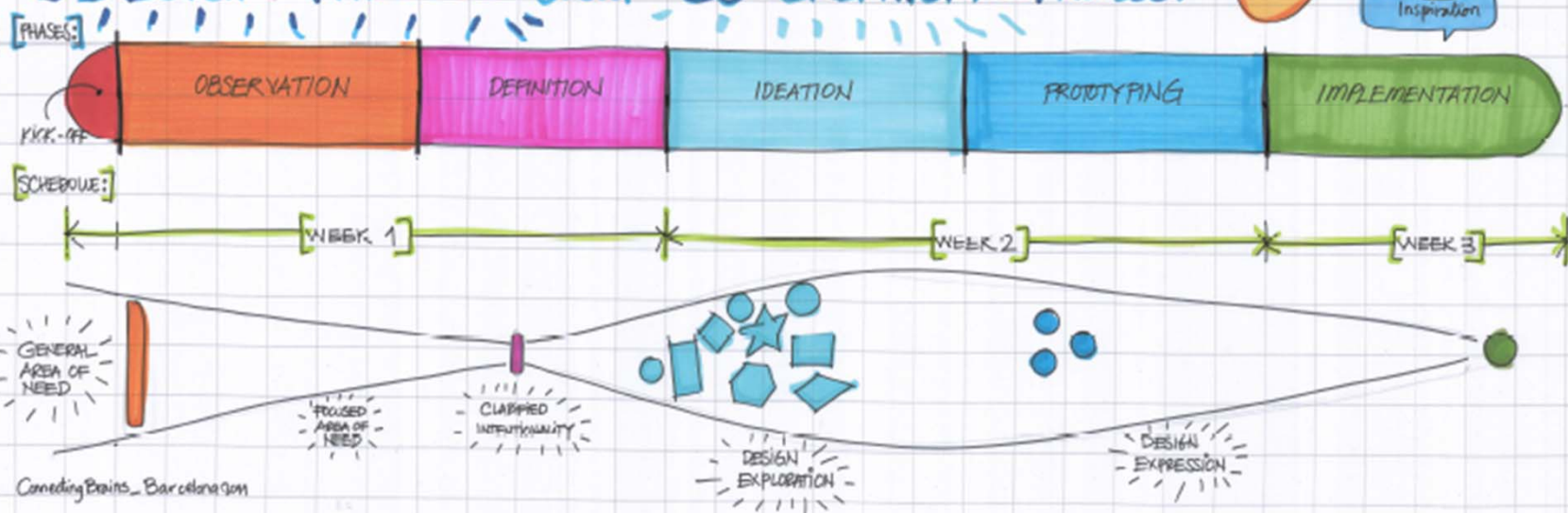


Co-Creation at all levels:

Co-creation within teams
Co-creation across stake-holders
Trans-disciplinary Co-creation

METHODOLOGY:

DESIGN THINKING based CO-CREATION PROCESS:



Gracias