



What are the key challenges to be met around co-creation?



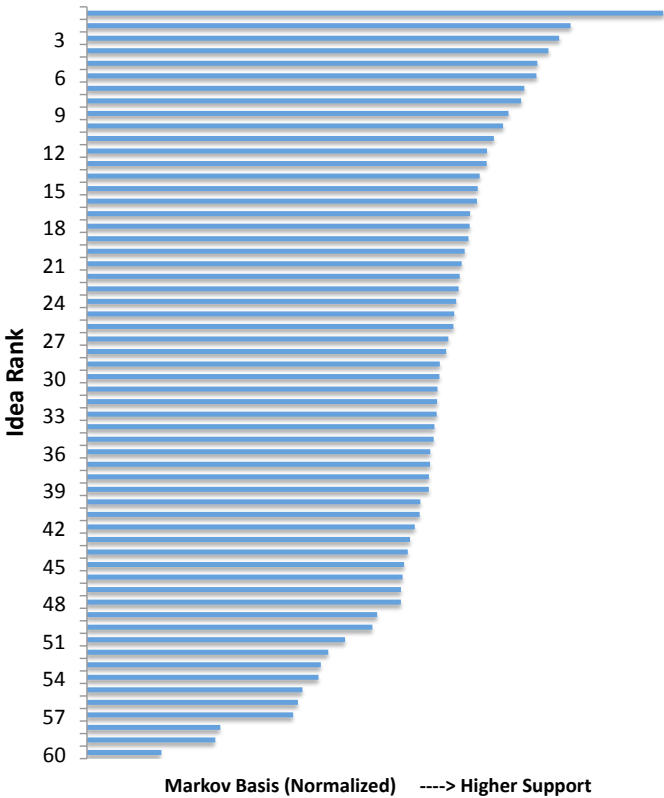
Food & Drink Innovation Network

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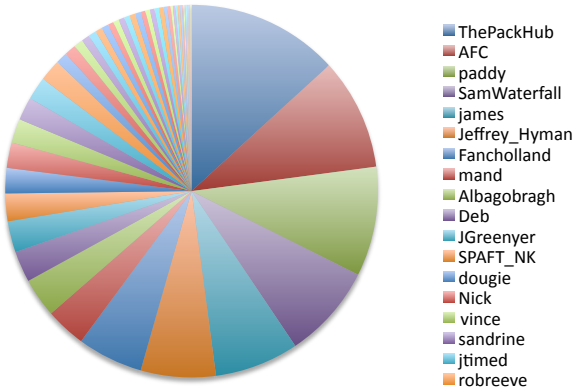
Top 5 Ideas

1. Co-creation is more about finding fresh inspiration, and involving the consumer, than fully-developed solutions.
2. When ideas are co-created, who owns them? How do we avoid IP problems further down the line, and reward people appropriately?
3. Post-it Notes, iPad, and SMS messaging are examples of innovations that consumers didn't know they wanted or needed until they were made available to them. How do we reconcile the fact that many consumers 'don't know what they don't know'?
4. Don't forget the "co" in co-creation - this isn't about abdicating responsibility to consumers, but rather inviting them to join the innovation process
5. With so many ideas being shared through co-creation, how do we ensure the original innovative idea/product is not lost in the scenario of "trying to please everybody?"

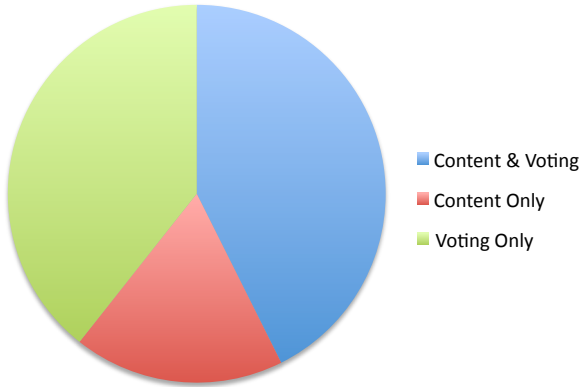
Idea Support Level



Contribution Analysis



Contributor Activity Analysis



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6. Should we co-create with entities outside the food and drink network to broaden our horizons and understanding?
7. When embarking on co-creation, does there come a point of contention between the brand and customer about how far the customer's involvement should go? And has this battle already started?
8. As part of the co-creation process, invest extra resource in recruiting the right consumers. Too often they don't know what they want or like until they see it. Listen to what they say, but be careful what you believe.
9. Where is the limit for an organization on what can be openly shared with co-creative partners without giving away important corporate information?
10. Will co-creation allow for astute marketers to utilise consumers as "beta testers" who will, when product or services come to market actively promote as early adopters and social media evangelists for the product?
11. Co-create rather than Pro-create. Have a simple brief with an agreed scope and timescale so that partners know what they are working towards, who is involved and when it needs to be done by. The better the brief the better the creation.
12. Start with a declared brief to steer agendas. and prevent unnecessary project complication as teams or suppliers attempt to push or sell their ideas or products into your NPD. Make sure your project sticks to your objective and not someone else's.
13. As we find innovative ways of allowing customers to be part of the creative process, we need to find correspondingly innovative ways to make them feel adequately rewarded.

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14. What is the innovation remit in which co-creation can lead to success? Consumers cannot always define what they will want next, so transformational innovation is unlikely to be suggested by them.
15. If we use consumers to co-create with us, is there a good way of making sure we get creative and open-minded contributors?
16. Should we distinguish between Co-Creation as a divergent tool, used to generate ideas, and Crowdsourcing, which is perhaps a convergent tool, used to select the strongest ideas? Therefore is Co-Creation best done by humans in the company of others?
17. How do we reconcile the fact that successful organisations such as Apple are able to deliver ground-breaking innovation seemingly without a consumer co-creation process in place?
18. To be effective, Co-Creation must be fully embraced. It must not be seen as low cost innovation. Rather, it offers unrivalled opportunities when you invest to engage the right experts and the right consumers in a well managed and thorough process.
19. Co-creation is best used as a tool for divergent brainstorming and concept creation. The resulting concepts should then be filtered through your existing innovations process and aligned to your business vision.
20. For IP protection in co-creation projects, it is essential to have a contract of work or NDA in place before any information exchange or idea creation takes place between the parties, detailing possible scenarios of idea creation.
21. How does co-creation differ from crowdsourcing and open innovation?
22. Does the trend in Co Creation, Open Innovation and Crowd Sourcing spell the end of internal/individual ideas and creativity due too much attention on management of external contributions?
23. I see the issue of Co Creation being that it can only be a general idea, as the more specific you get , the more commercially sensitive it gets.
24. I do believe consumers know what they want. They just cannot articulate it. Henry Ford put it best: "When I asked consumers, they said they wanted a faster horse". Its understanding the insight behind the need!
25. Is "Co-Creation" really that new? Haven't we been doing this for years as we've involved rounds of innovation agency input and consumer work in our NPD?
26. How can we embrace the increasing use of technology by consumers in the co-creation process?
27. Consumers are the real drivers of change,even if they are not aware of it.The skill we as producers and innovators bring to the table is understanding and refining the desire for change at the appropriate time.

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28. Who is it that companies should be co-creating with?
29. How does co creation work for SME companies where there are no large budgets for R&D/NPD? Will it run out of steam if underfunded or can the process improve access to funding for R&D/NPD
30. Creativity is a journey, not a destination. Can the Co-Creative process help to find the destination or the way for the new/same journey?
31. There are those who lead and those who follow. Asking the "followers" explicitly and directly for their views on the leaders' creativity will result in a reduced confidence in the decisions and incisiveness of those up the decision chain.
32. Who, within the brand/oraganisation is best charged with leading or moderating the co-creation platform? Can they be unbiased?
33. Co-Creation involving the manufacturer, buyer and consumer can save time, resource and energy and result in a market-leading position. The challenge comes with managing the 'Co-Creation' team(s) - including determining who should be the team leader?
34. Should there be some form of independent advisory panel/body set up to help settle any disputes and misunderstandings between companies and their co-creative contributors to help protect the individual without use of expensive lawyers?
35. Co-creation is simple - just think dialogue not monologue!
36. Co-creation is a principle - "dialogue not monologue" - that's in line with the way the world is moving, so it's a principle that's here to stay!
37. Brand owners spend huge time/effort/costs on delivering brand equity for their consumers. Co-creation can increase this equity by allowing consumers to contribute to its development
38. A brand is a company's most precious and longlasting asset. When does it make commercial sense to let the public loose with it? Co-creation might be a great brand building idea itself, but take good care of what you have spent years developing!
39. How do you find the right synergistic partner for your concept?

Can we change our Co-Creative partner/partners?

Can cultural transformation be done through the Co-Creative process?

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40. Co-creation is not an option - it's a necessity in fast changing markets, and in the evolution of public services. The Co-Creation is a practical demonstration of how design can use these methods to address major issues and problems.
41. "Co-Creation" is a really beneficial way of achieving winning innovation. With good project facilitation, involving more opinions and more contributions sooner rather than later in the NPD process helps speed and improve project outcomes.
42. The company leading the co-creation process should own all the IP, this should be clear right at the start. But will this limit creativity?
43. How Co-Creative innovation can help to improve the customer touch points on our product/ service?
44. Is it best to use consumer to originate new ideas or to develop them?
45. Co-creation isn't like elective democracy. Eventually somebody should decide the best way to go based on the value created by the co-creation process. This means managing expectations,
46. Though there is a clear appetite for co-creation, will this inevitably lead to better quality products?
47. Marketers should focus on co-creating with lead-users or new consumers in the category, as they rely on solid skills which other consumers might not have, such as creativity. Use only creative consumers for co-creation!
48. Companies that do not innovate die. In the future, companies that do not Openinnovate will die too?
49. How to protect and keep your core brand identity within a cocreation process?
50. Management training and "core competencies" need to include facilitation skills ... so that anyone inside the firm can step forward and stimulate and capture a group's thoughts, and make sure not to add any of their own.