

# Co-creating a sustainable value chain

tackling challenges with  
all relevant parties

March 18th, 2021

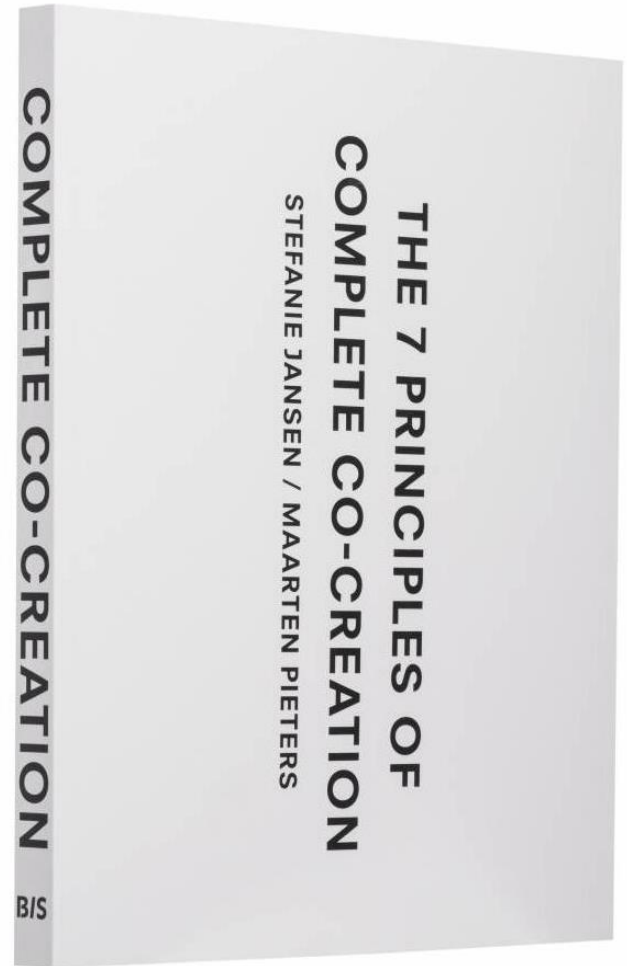
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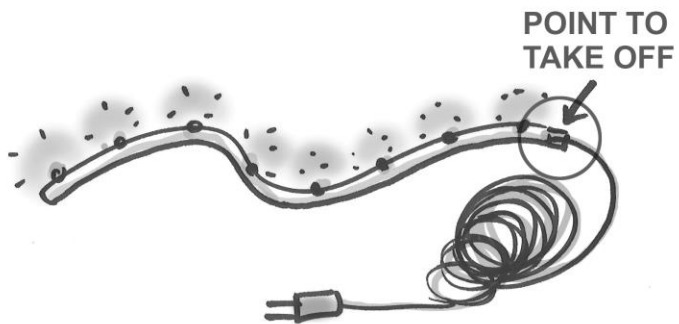
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INDIRECT LIGHT



POINT TO  
TAKE OFF

EXTRA LONG CABLE

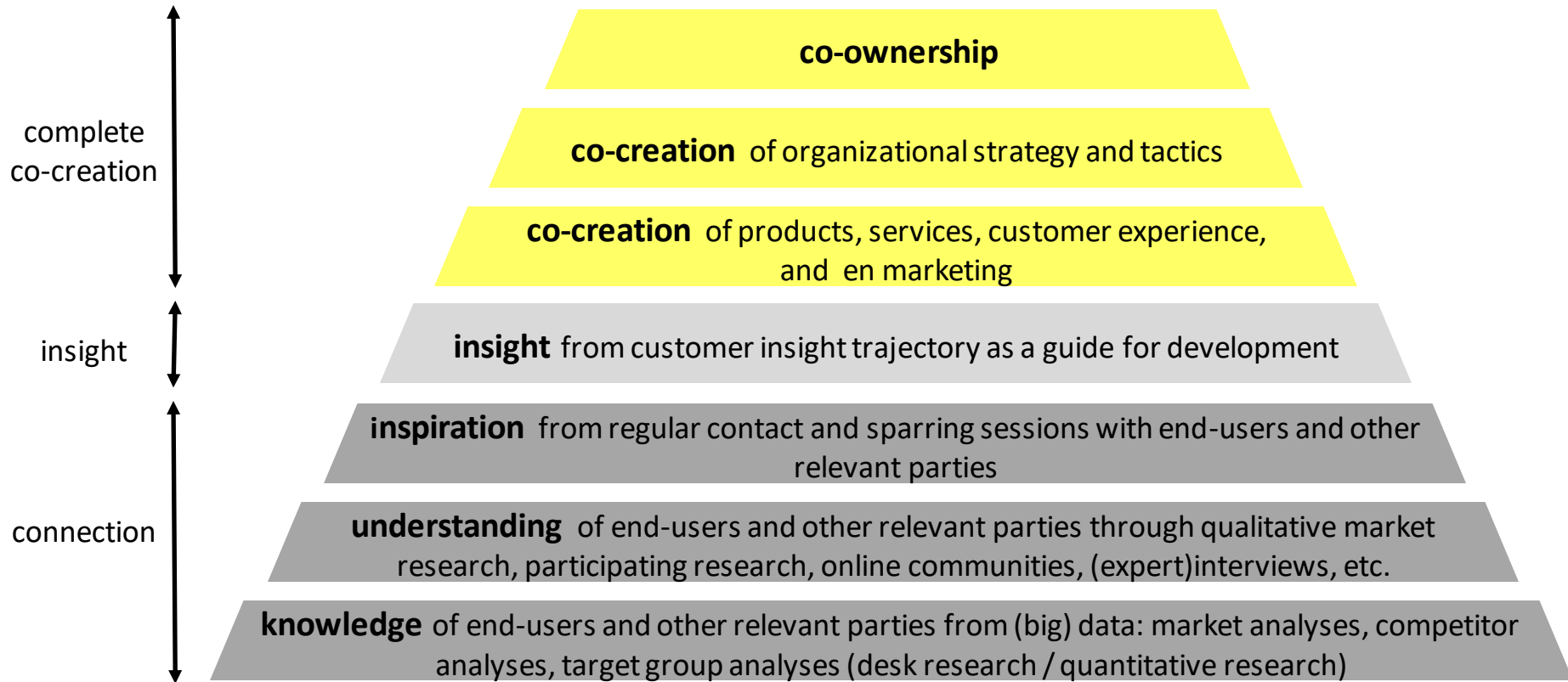


Filmpje HUE outdoor

**What is co-creation and how does it relate to other development processes?**

Complete co-creation is the **transparent**  
process of **value creation**  
in **ongoing, productive** collaboration with, and  
**supported by** all relevant parties,  
**with end-users** playing a central role.

# customer connection pyramid



**F A L S E !**



**MOLLY**

**5**



**BEN**

**10**



**SANDRA**

**25**

**Complete Co-creation:  
Yes or No?**





# My Starbucks Idea

FAQ

GOT AN IDEA?    FEW IDEAS    IDEAS IN ACTION

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Ideas so far

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## PRODUCT IDEAS

- 35,148 Coffee & Espresso Drinks
- 4,231 Frappuccino® Beverages
- 10,377 Tea & Other Drinks
- 16,839 Food
- 8,629 Merchandise & Music
- 17,390 Starbucks Card
- 3,516 New Technology
- 11,413 Other Product Ideas

incomplete  
co-creation



# WELCOME!

Here you can share ideas for new products, enter cool contests, and vote for your favorites.

READ HOW IT WORKS



co-creation

## HOME

STAFF PICKS

## PRODUCT IDEAS

All Product Ideas

Trending

Most Supported

In Review

On Shelves

## CONTESTS

CONTEST

**FORM YOUR MOST IMAGINATIVE VOLTRON SCENE!**

VIEW WINNERS

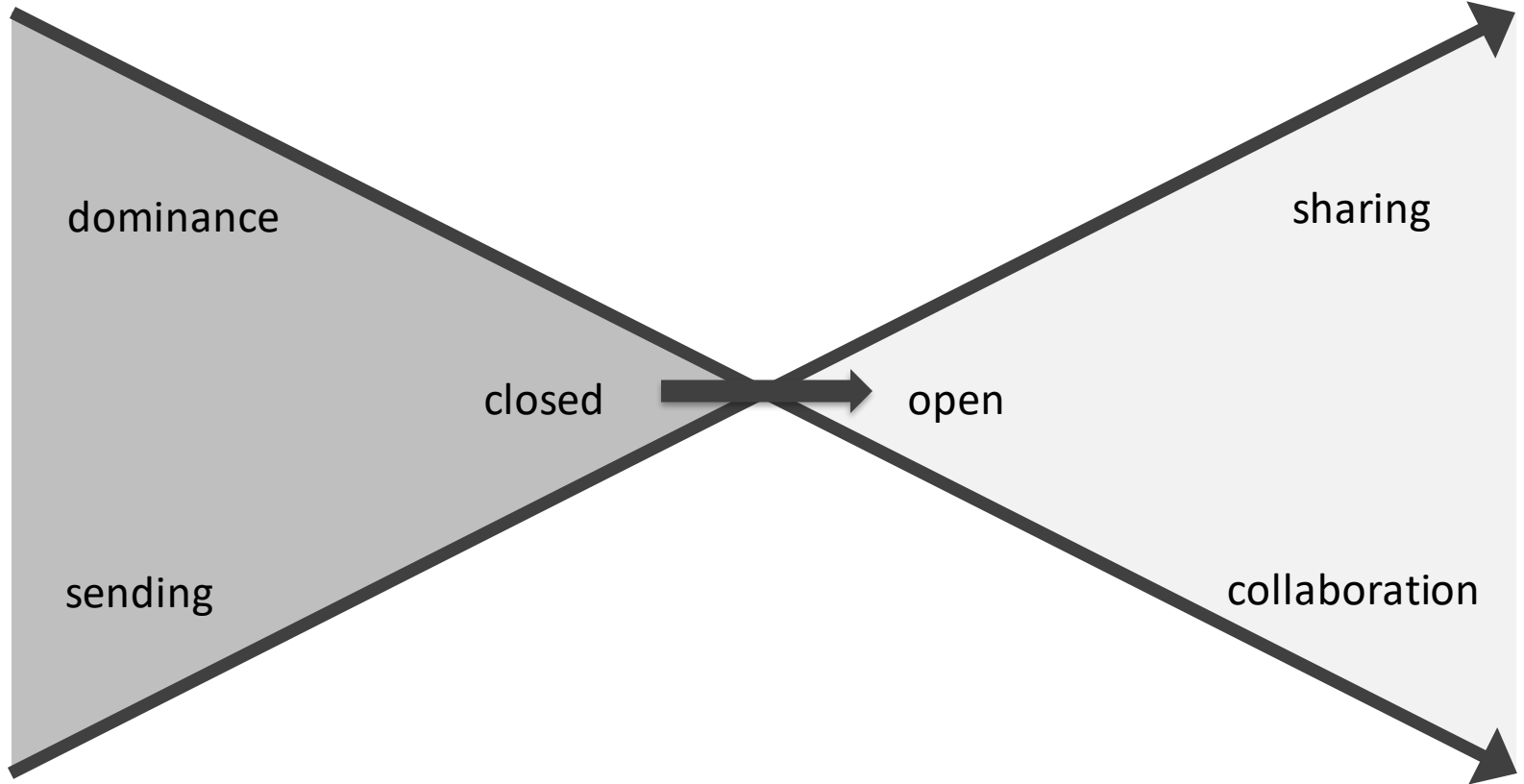
SUBMIT A  
**PRODUCT IDEA**

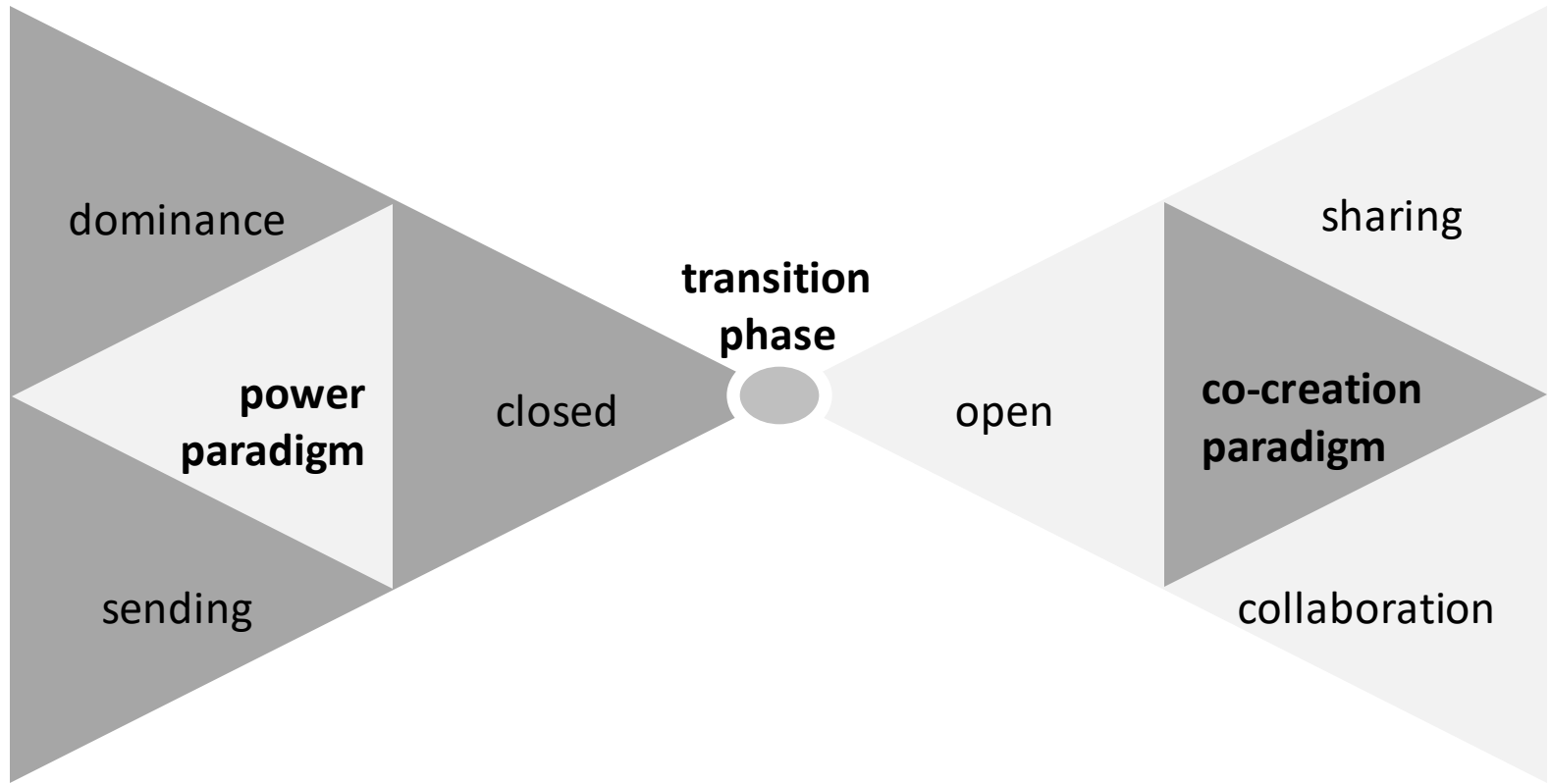
ENTER A  
**CONTEST**

**SHOP** 10

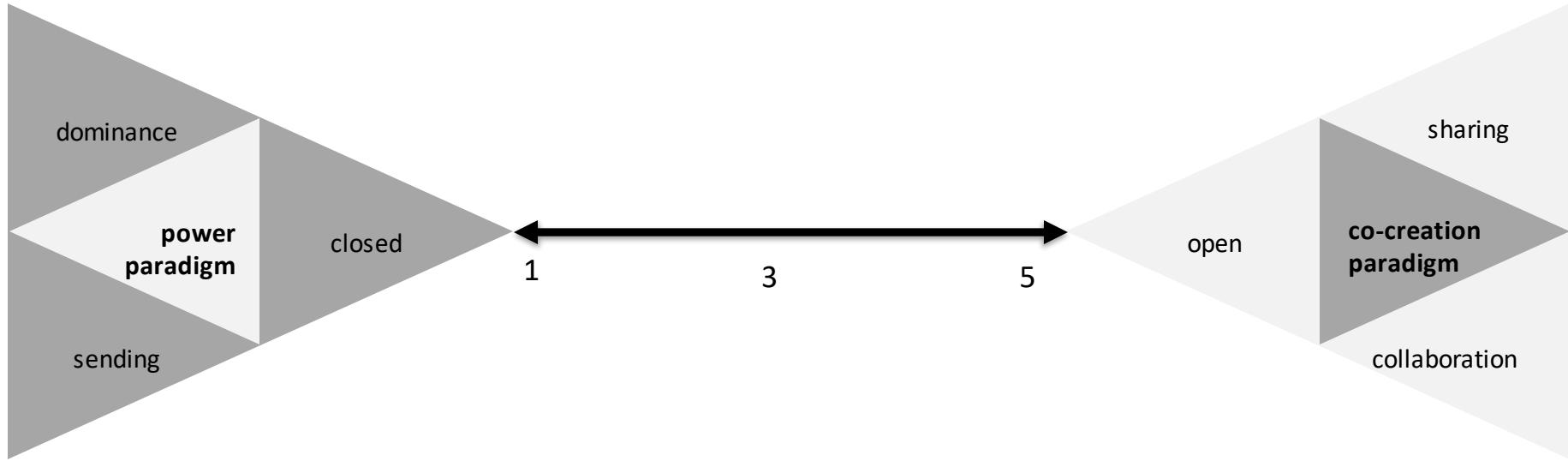
# What are drivers and barriers to embrace co-creation given the current times?

[‘We kunnen niet meer terug, cocreatie is onstuitbaar’ - MT/Sprout](#)





# Poll: where would you place Afera?



# Poll: drivers and barriers

What **drivers** do you see for Afera to embrace co-creation on the way to a sustainable value chain? (enter some key words)

What **barriers** do you see for Afera to embrace co-creation on the way to a sustainable value chain? (enter some key words)

# drivers and barriers

drivers	barriers
RELEVANCE	COSTS
MARKETING	CAPACITY
MOTIVATION	TIME
EFFICIENCY	CREATIVITY
RESULT	CLASHING OBJECTIVES

**FEAR OF THE UNKNOWN**



# What for and how can we use co-creation?

# Fields for co-creation

**organization**

**marketing**

**product development**

**employees**

**b2b**

**customer development**

**What are the seven principles  
of complete co-creation and  
what does it mean to follow them?**

**value-driven**

**together**

**supported**

**with end-users**

**transparent**



**productive**

**ongoing**

# The Complete Co-creation Self-scan

Principle	Question
<b>Together</b>	<ul style="list-style-type: none"><li>• Are all involved internal and external players willing to collaborate, given the challenge and objective?</li></ul>
<b>With end-users</b>	<ul style="list-style-type: none"><li>• Does the initiating organization know who the end-users are, and does it want to give them a central role during the development process?</li></ul>
<b>Productive</b>	<ul style="list-style-type: none"><li>• Is there a competent Co-creator with enough time, resources, and decision-making power to guide the process from the definition of the challenge until the implementation and tracking of the solution?</li></ul>
<b>Ongoing</b>	<ul style="list-style-type: none"><li>• Is the initiating organization willing and capable to accept co-creation as an ongoing process, with all relevant parties playing an active role in every phase?</li></ul>
<b>Transparent</b>	<ul style="list-style-type: none"><li>• Did the involved parties verbalize the intention that they will openly share all information relevant to the challenge at hand (or, preferably, did they sign a contract to do so)?</li></ul>
<b>Supported</b>	<ul style="list-style-type: none"><li>• Do all relevant parties support complete co-creation as the leading approach, and do they accept all of its implications?</li></ul>
<b>Value-driven</b>	<ul style="list-style-type: none"><li>• Does the initiating organization aspire to create sustainable value on the levels of end-users, organization, and planet?</li></ul>

# Poll: is Afera 'co-creation ready'?

From your gutfeel: to what extent do you think Afera is “co-creation ready” when it comes to creating a sustainable value chain?  
Give a percentage anywhere between 0% and 100%.

# Poll: what about *you*?

To what extent are *you* co-creation ready?

Give a percentage anywhere between 0% and 100%.

And what role would you, personally, want to play in creating a sustainable value chain for Afer's members? (enter some key words)

Filmpje blink



# Q&A

# THANK YOU!

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