TITLE	European Co-Creation Workshop	DATE/PLACE	21st September 2017

AGENDA

Meeting objectives

This workshop will be **especially useful** for:

- Networking with other participants from European projects in order to detect potential collaboration opportunities.
- Finding new tools used for Co-Creation that can be useful in for your projects.

Agenda:

9:15 Welcome and Introduction.
Sara Sillaurren. Project coordinator of WeLive (Tecnalia)

9:20 WELIVE - A new concept of public administration based on citizen co-created mobile urban services
Dejan Drajic (DunavNET)

9:40 OPEN MAKER - Harnessing the power of Digital Social Platforms to shake up makers and manufacturing entrepreneurs towards a European Open Manufacturing ecosystem
Raúl Tabares (Tecnalia)

10:00 CITADEL - Co-creation methodology: a service lifecycle model for the co-creation of public services'
Leire Orue- Echevarria (Tecnalia)

10:20 SMARTICIPATE - Smartparticipate: how the citizens can use open data to shape their city
Joachim Rix (Fraunhofer IGD)

10:40 CLARITY - A roadmap for the provision of Open eGovernment Services.
Oscar Corcho (UPM)

11:00 Coffee networking

12:00 Panel Session **CO-CREATION METHODOLOGIES**
Diego López de Ipiña (Deusto University). Oscar Corcho (UPM)

12:45 Panel Session **RESULTS EXPLOITATION**
Pauli Misikangas (Cloud'N'Sci.fi). Dejan Drajic (DunavNET)

13:30 Conclusions
14:00 Lunch

1. CONCLUSIONS

The organization of the event was useful to meet another on-going European projects related to co-creation and to share insights of these type of methodology.

1.1. CO-CREATION PANEL SESSION

- Aim is to discuss the pros and cons of CO-CREATION in the Open Government context
    - Challenges of Open Government CO-CREATION:
        - Nice approach but hard to implement in the long run in a sustainable manner
        - Delegation of responsibilities and exploitation of generated value
- Work team session plan:
    - Groups of around 6 people are created
    - Teamwork for 20'
    - Each team populates SWOT table assisted by reflection questions in next page

Reflections on each point are presented by the team captain

- **Reflection points:**
    - **Strengths**: enablers of co-creation, clear good factors (e.g. saving money, addressing better end-user needs), stakeholders attitude (public administration, citizens, companies)
    - **Weaknesses**: barriers for co-creation, clear bad factors, is it just a buzzwork?
    - **Opportunities**: what is the interest of different stakeholders? Economic, social?
    - **Threats**: is it feasible, effective, and sustainable? Who takes responsibility?

Strengths	Weaknesses
• Potential for SMEs and Startups entering the Co-Creation cycle • Service creation is User-Driven (it allows creating services that match real need of real people) • Combining different expertise and contributions (from different stakeholders) • Potential cost savings for Public Administrations with the co-creation • User centric view covering unknown problems for the Public Administration (reveals hidden latent problems) • Intrinsic value of co-creation audit / methodology (web platforms are only for supporting the methodology) • CO-CREATION= co-participation + co-production • Co-creation allows quickness of SMEs response to PA challenges • Supporting the creation of new services for the citizen • Public Administration needs to change the way of relationship with the citizen • Communication channel among city councils/SMEs/citizens	• Public procurement & budgets are not ready for co-creation. Administrative procedures are not ready yet focused on simple problems developed by developer enthusiasts • Is co-creation able to solve everything? • Scale-up for small and big problems? • Business benefits (economic + emotional) for SMEs / startups are unclear ("if I present my idea, could someone stole it?"). Rules of the "game" are not clear (obligation + benefits) • Perception of risk by city officials who have to contract service development (are these services scalable?) • Potential bias of citizens and developers, young developers (do they represent the whole population?) • There is a problem of acceptance of technology • Public Administrations have resistance to change • Need of fueling the co-creation process (feed it continuously) • Tendency to focus on simple problems (which can be solved in a short period of time) • Platforms are technology-driven • Not enough policies (public services on paper are translated to e-services directly) • People don't trust in co-creation • Sustainability of the solution → public service developers can disappear

	• Not enough critical mass • Heavy dependence on Open Data
Opportunities • Developers can develop and demonstrate new skills to the rest of stakeholders and sees new perspectives from other external people • Social welfare & benefits → citizens may feel better, heard and answered • Replication of the solution → translate from one city to another • Find new customers for SMEs and also new developers • Bring creativity from many people • Move from Public Administration-driven to citizen-driven (as a citizen, opportunities to have their problem finally solved) • Developers can create "necessity" • Good for SMEs → need of maintenance and consulting • New business models to discover from co-creation in private sectors to public sectors. • Co-Creation do it serious things • Facilitate the stakeholders participation • For entrepreneurs to create new services • Different stakeholders should see benefits of co-creation process → go for specific implementations, so citizen can understand what's going on) • There's a need of education about co-creation process for the	**Threats** • Long time sustainability → whole set of people, one leave and others come • Unclear management → IPR owner, does it have to be Open Source? It's difficult to handle, there can be conflits • Slowness of Public Administrations → negative for SMEs (they lose interest, so no outcome is provided). • Many developers work for fun → so they do not provide User Support (there is no commitment to sustain new services developed) • Training & Education to adopt it • Mostly technology-driven • One time effort to produce one service. • Public Administration maintenance, consulting. Who takes responsibility of co-creation process • When you bring people in co-creation system, you have to retain them • Different situations for Public Administrations in distinct places (requirements should be analyzed and may change from one place to another) • Non satisfied users

stakeholders • Co-creation allows the change of processes	

1.2. EXPLOITATION PANEL SESSION

- Project results MUST be exploited
- What does it take to exploit co-creation based project results as a commercial product or service? (options b and c)
    - EXPLOITATION POTENTIAL?
    - CHALLENGES IN EXPLOITING?
- **Two perspectives:**
    - Exploiting project results by beneficiaries
    - Exploitation of co-created services by third parties

Questions to reflect about:

1. Is now the right time to commercialize co-creation based approaches? Is the market ready for it, or is the product too late?

2. What must happen before a co-creation based concept can become a commercial success? What can you do to speed up the progress?

3. What is the most likely source of funding to commercialize and maintain co-creation based products or services?

4. What aspects of co-creation based business proposals do investors love or hate?

5. What are the key factors to ensure long-term sustainability of co-created services?

6. What kind of challenges can there be in defining, protecting and managing the intellectual properties and exploitation rights of co-created assets? How to avoid conflicts?

7. What kind of business benefits could companies achieve by actively participating co-creation activities?

8. What kind of risks must companies be ready to accept before using their resources in co-creation?

9. What could the public sector gain from strong co-creation effort by the private sector?

10. How could the public sector encourage the private sector to join co-creation?

EXPLOITATION POTENTIAL OF CO-CREATION RESULTS	CHALLENGES IN EXPLOITING CO-CREATION RESULTS

• Commercialize co-creation consulting services (methodology and some technological tool to help these services)
• The exploitation potential (who is paying) depends on the co-creation model.
• Distinction between:
   o Government to business
   o Government to citizen
• Services are sustainable if they are used (they have a clear value)
• IPR should be clear from the beginning. For example, if co-creation process is funded by Public Administration from the beginning
• After access market, easy to scale-up to new cities and add new functionalities
• Create a business ecosystem
• "First mover" advantage by entering the market now
• Develop new services becomes easier and faster when more reusable components are available
• Active co-creation platform creates many kind of business opportunities
	• SMEs should be involved from the beginning of the co-creation process (not only in the co-development part)
	• Service maintenance & sustainability
	• To see what is not working in an existing process & willingness to easy the existing process
	• Analyze if people are afraid that their ideas are stolen with this co-creation process
	• Emotional rewards → Acknowledge for the citizens who propose the ideas
	• No commercial success story yet
	• Product is still not ready
	• Open source → risk for competitive advantages
	• Need for interdisciplinary team for co-creation
	• Not clear what methodology & technique to use in a specific situation (for co-creation)
	• Personal data management