How to kickstart your Co-creation platform.

20 examples



benchmarking study focussing on electric mobility & co-creation

powered by Board of Innovation

mission motion

+40 pages to explore

context & analysis



&

20 platforms benchmarked



Introduction



image: CC Flickr - Hessie Bell

Electric cars, city charging points, biofuel, ... **eMobility seems to be the future**; but are we really ready for this?
The whole "transforming process" from the current automotive industry to the greener one seems to go very slow. The few electric cars are still too expensive for most people and getting the world population on the eMobility-track is something that will take a lot of time...

What if we could **attract consumers to cooperate** in this story?
Is it possible to bring industry, government and consumers together to think about it, together?

Mission-e-Motion cooperated with Board of Innovation in an innovation study to combine new mobility with co-creation.
This document is a part of the whole study, and bundles 20 benchmarks of existing co-creation platforms.

When using the good old "Google", the definition for real co-creation is rather diverse. Most definitions are clear that it has something to do with collaboration between several parties combined with coming up with a better result than "normal" collaboration.

We are transforming into a world where producers and companies want to know their customers. They want to become our online "friends", in a way to get as many feedback as they are able to. The use of social input from different parties makes new business models possible and can make the difference between you and your competitors.

In this **benchmark study** we selected 20 cases, as widely chosen as possible. The global focus was **new mobility**, but other inspiring **co-creation cases** were selected as well.
Every case is described in a platform-sheet. Every sheet has a letter, to refer easily to in other documents and to find them back on the co-creation canvas we created.

As we believe co-creation is about sharing ideas & thoughts, to achieve a beter result, we decided to share this study as well with you.
We hope you learn as much as we did by scanning these platforms. Still some remarks? Suggestions? Ideas?
Feel free to share, to comment or to contact us for further information!

Have fun reading!

Board of Innovation - Manu Vollens
manu@boardofinnovation.com

Types of Co-creation[1]

Co-creation exists in many different ways. Which type to choose is depending on the challenge at hand. There is always an initiator, e.g.. the party that decides to start a Co-creation initiative. This can be a company or just a single person. One or (many!) more contributors will be joining along the process. The initiator determines who can join and under what conditions. All platforms are categorized into one of the **4 groups**.

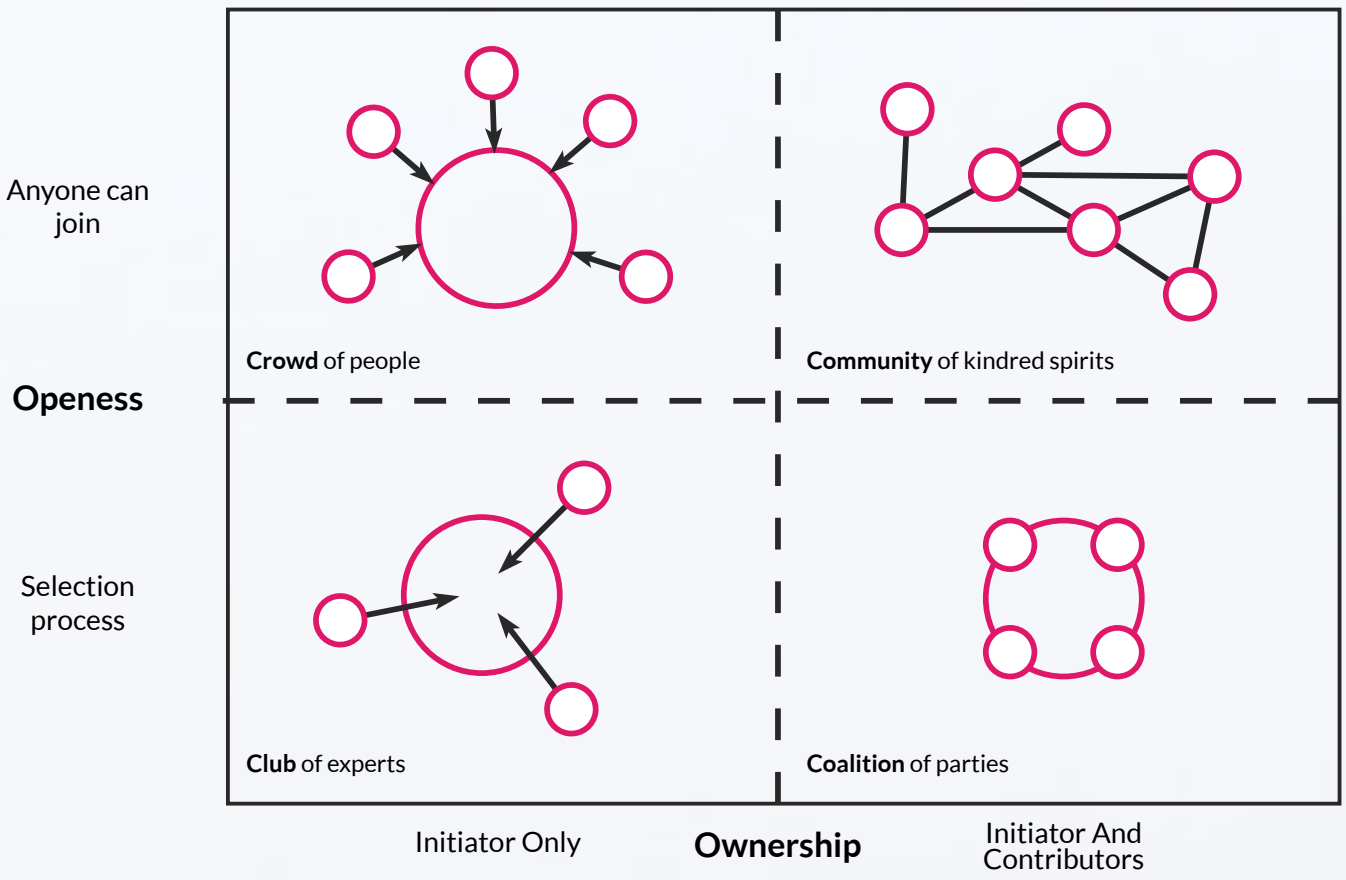
Club of experts: A very specific challenge is needing expertise and breakthrough ideas. Contributors are found through a selection process. Quality of input is what counts.

Crowd of people: Also known as Crowdsourcing. For any given challenge, there might be a person out there having a genial idea that should be given a podium. It's the Rule of the big numbers.

Coalition of parties: In complex situations parties team up to share ideas and investments. Technical breakthroughs and standards often happen when multiple parties collaborate.

Community of kindred spirits: When developing something for the greater good, a group of people with similar interests and goals can come together and create.

image: CC Flickr - Carol VanHook



[1] Model: Fronteer Strategy, 2009

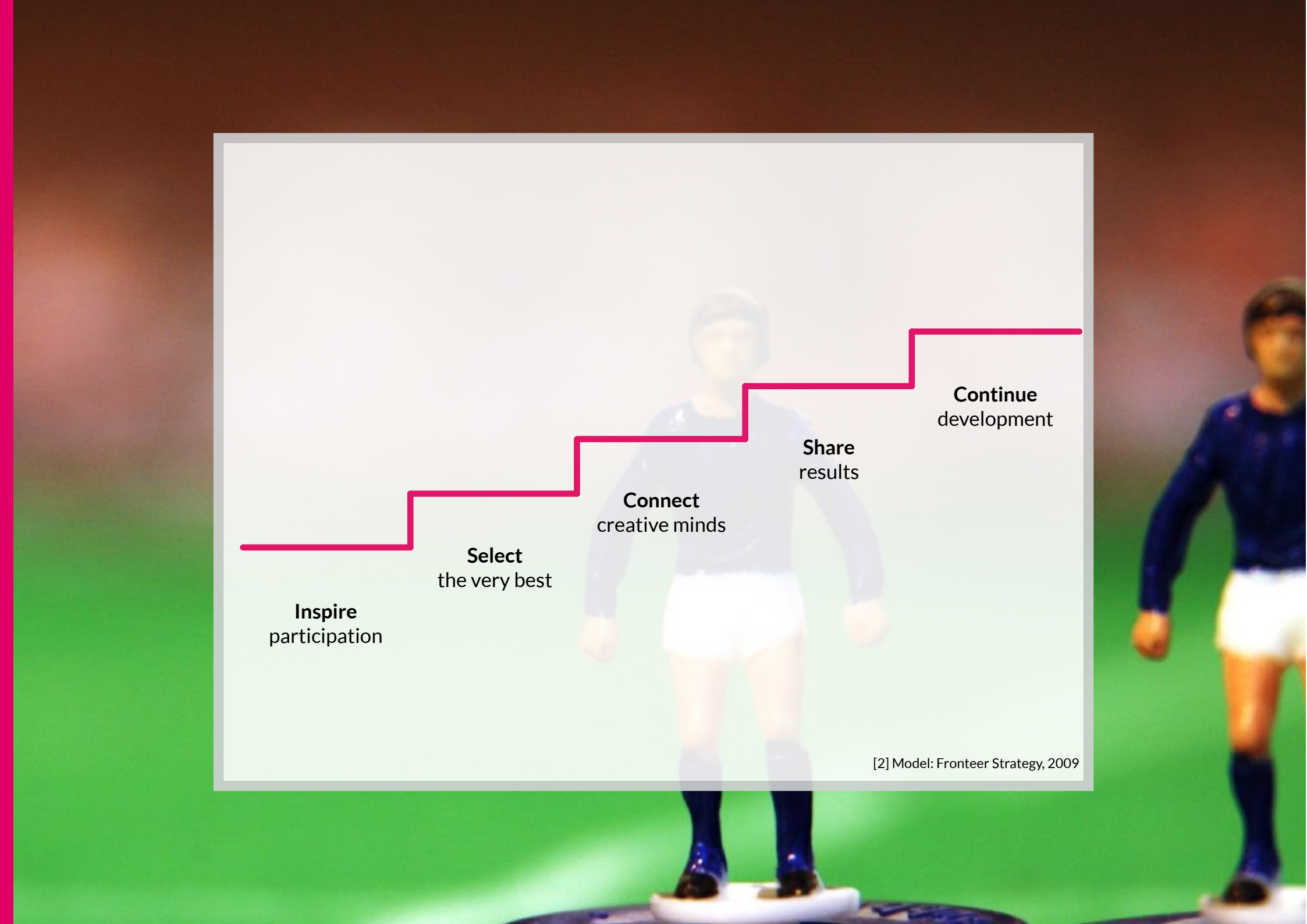


5 Guiding Principles[2]

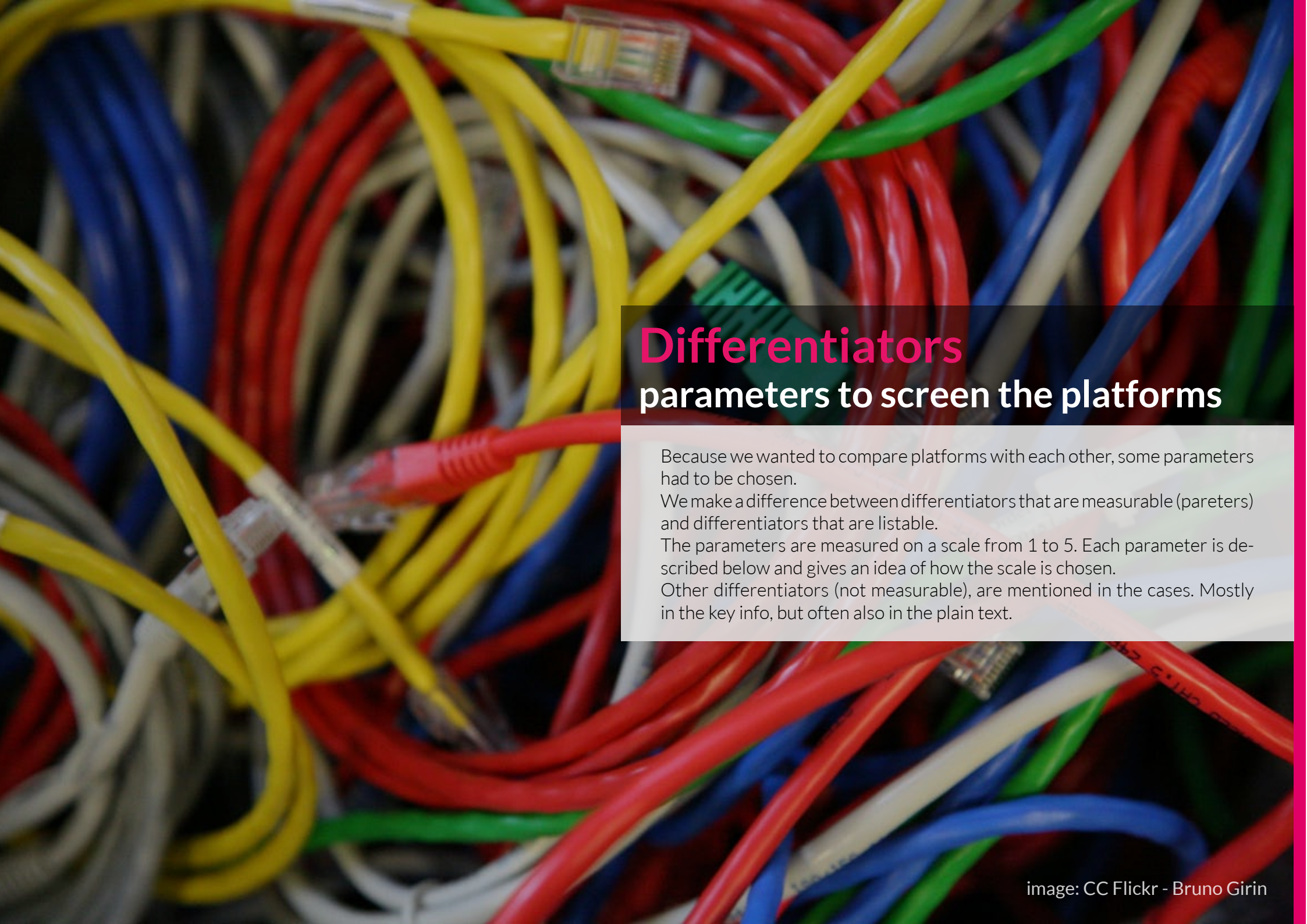
In Co-creation it is a fine line between doing it right or not cracking it. It is a people's business. Successful Co-creation initiatives all share **5 common rules**:

- **Inspire participation**: Trigger people to join your challenge: open up and show what's in it for them.
- **Select the very best**: You need the best ideas and the best people to deal with today's complex issues.
- **Connect creative minds**: You have to enable bright people to build on each others ideas, both on- and off-line.
- **Share results**: Giving back to people - and finding the right way to do it - is crucial.
- **Continue development**: Co-creation is a longer-term engagement, in- and outside your company. Only then it will deliver results

image: CC Flickr - AtomicShed



[2] Model: Fronteer Strategy, 2009



Differentiators
parameters to screen the platforms

Because we wanted to compare platforms with each other, some parameters had to be chosen.
We make a difference between differentiators that are measurable (pareters) and differentiators that are listable.
The parameters are measured on a scale from 1 to 5. Each parameter is described below and gives an idea of how the scale is chosen.
Other differentiators (not measurable), are mentioned in the cases. Mostly in the key info, but often also in the plain text.

image: CC Flickr - Bruno Girin

Amount of people involved

The amount of people that is co-creating in one project or available as a community.
Possible results can be:

- less then 10 people (1)
- around 50 people (2)
- around 100 people (3)
- around 1000 people (4)
- and more than 1000 (5)

Competition Degree

The degree of how high the competition is between participants.
Possible results can be:

- no competition (0)
- natural competition between co-creating parties (1-2)
- competition with little rewards (3-4)
- real game-competition or competition out of single challenge solutions (5)

Customer Competence

How difficult are the skills, necessary to contribute in a real co-creation way?
Possible results can be:

- almost no special skills/available for almost every-one (1-2)
- normal skills in combination with some experts (3),
- some special skills are handy (4)
- real special skills are needed (5)

Dialogue/Interaction Freq.

The amount of time people interact during the co-creation, and through which channels.
Possible results can be

- almost no interaction (1)
- low interaction (2)
- basic interaction (3)
- high interaction (4)
- really high interaction (5)

Project Duration

How long does it take between the start and the end of (most) project?
Possible results can be:

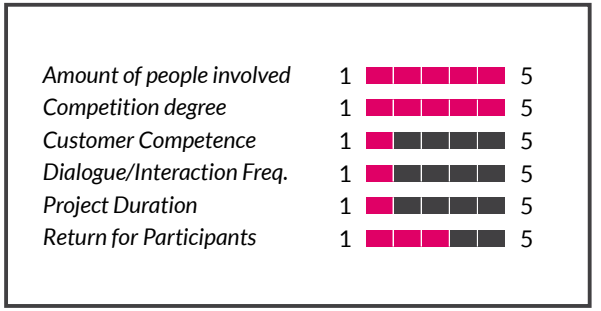
- a single moment (1)
- couple of days (2)
- couple of weeks (3)
- couple of moths (4)
- +1 year (5)

Return for Participants

What does the participant get in return for his co-creation contribution? These things are for sure not only physical goods. This can be as well fun, knowledge, interest, ...
Scalable from

- almost nothing (0)
- a good return (3)
- emotion and meaningful "giveback" (5)

Used parameters for Co-creation platforms



Other differentiators

- *Type of rewards used*
- *Revenue*
- *Interaction Tools used?*
- *Scope*
- *Area Focus*
- *Number and types of creators involved*
- *Reward System*
- *Type of Seeker, Solver, Initiator*
- *Project Phases*
- *Business Model*
- *(Key Learnings for Misemo)*



Co-Creation Canvas

a visual map of 20 co-creation platforms

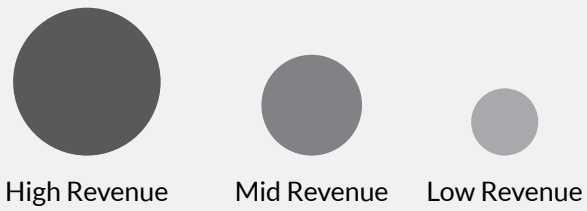
All cases have been mapped out in this “Co-creation Canvas”.
As reference for the value on the X-axis, we used the amount of “co-creation interaction”. Platforms that score low are placed at the left side, platforms that score high are mapped at the right side. On the Y-axis, the scope is mapped out. The scope can be narrow (specific co-creation purpose) or wide (more different projects possible).

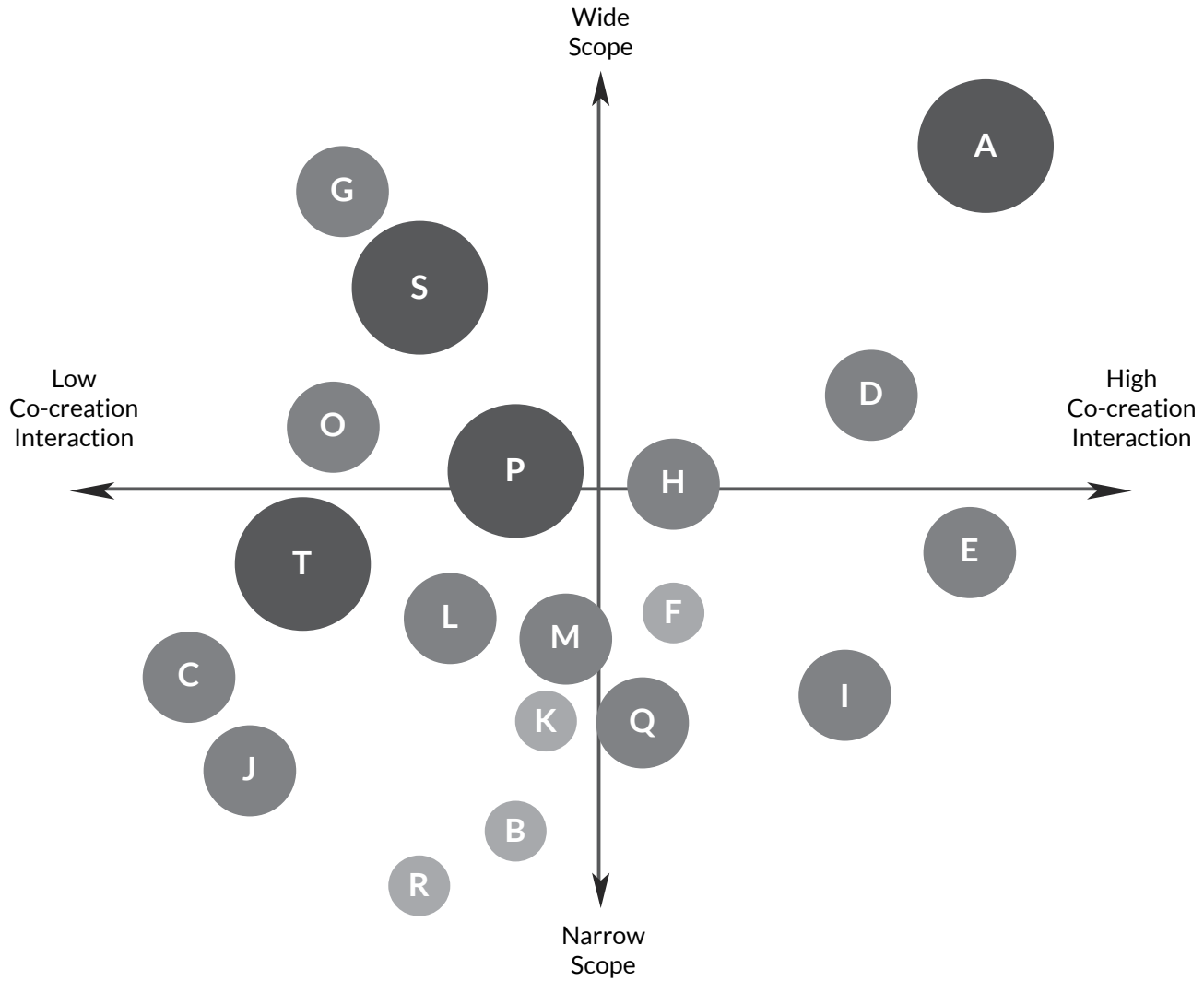
Every platform is symbolized as a dot with its case reference number inside. Platforms that make more money out of the co-creation process are visualized bigger than others.

image: CC Flickr - Wayne Large

Legend

A Quirky
B Fold.it
C Co creation
D Open IDEO
E New Planet Ideas
F harKopen
G Flemish Living Lab
H Ushahidi
I M@norlabs
J SloCat
K The OScarproject
L CityNet
M c,mm,n
N Eco Mobility Tour Project
O MyMachine
P Local Motors
Q eCars-Now!
R Open Source Battery Project
S RedesignMe
T Innocentive



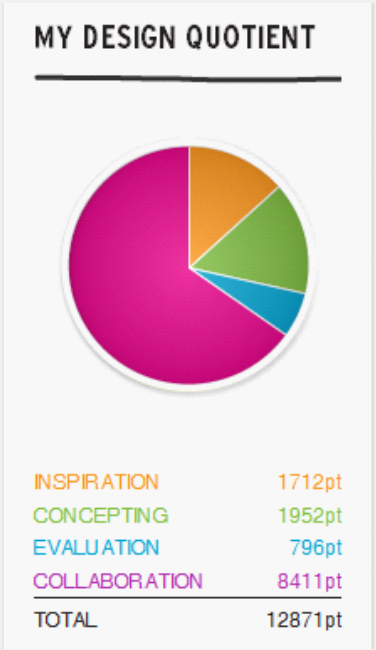


TOOLS
methods to enlarge interaction

When designing a Co-Creation platform, it is important to include enough possibilities for interaction. Platforms where youcan't interact in the right way slow down or even die. "**Interaction Tools**" are important for the whole dynamic structure of the platform, and make collaboration easier.

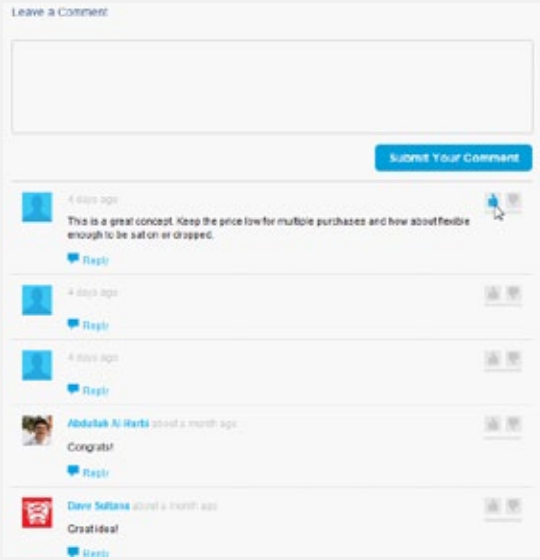
image: CC Flickr - Ian Britton

Points/Status



OpenIdeo gives no financial rewards to their solvers. Instead of that, they can collect points to make their profile (~Design Quotient) valuable. As OpenIdeo works in different phases (inspiration, concepting and evaluation), people's profile is shaped to their contribution in each phase. Aside from generating content in the 3 phases, collaboration (giving feedback, helping someone else out) gives also more point and a higher DQ.

Comments



Quirky & many other platforms use the possibility to give comments on ideas. This way, community members get the chance to review and build upon others' ideas.
Comments keep an idea or post "alive" and makes it simple to collaborate in an short & fast way.

Achievements



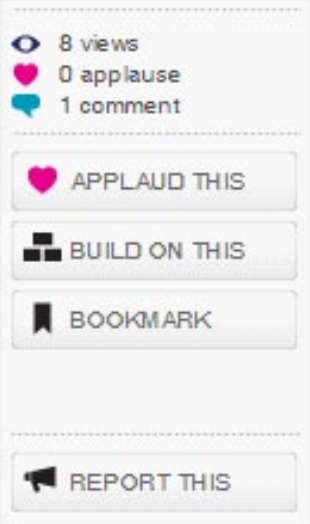
M@nor Labs uses different user-classes and user-types to make visible what people have achieved in the platform. The harder you collaborate (post ideas, make comments, review others' posts, ...) the more involved in the process you are, and the higher your "rank". People can climb up, starting from "Beginning Innovators" to "Emerging Innovators", to "Change Catalysts" and final until "Innovation Machines".

Expert Panel



Quirky, The Flemisch Living Lab, M@nor Labs, and many other platforms use expert panels to make their ideas less subjective. Expert panels can be used to filter information in the process (for idea selection, evaluation, …) Expert panels are people who are still part of the community, but by their specific expertise they can make easier a decision.

Voting



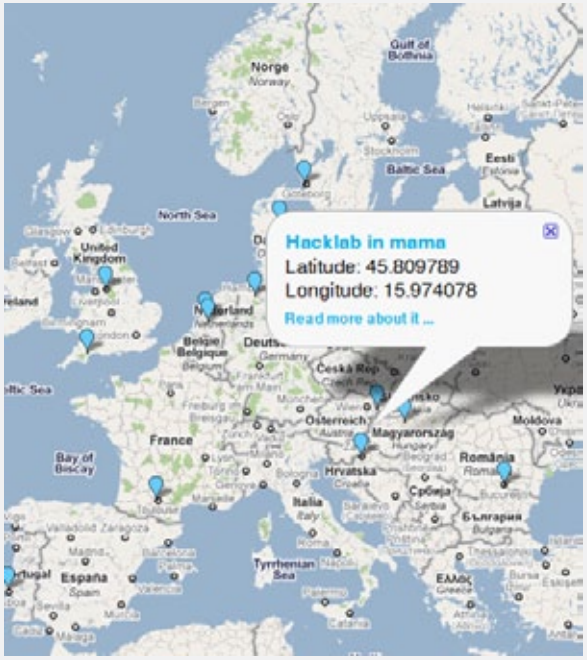
Open IDEO uses, as Facebook does, the "like button", only they named it the "applause-button". User can applause other community-members to vote on their idea, mention a comment is nice, …
It is the term applause that makes it more realistic. A nice co-creation technique!

Social Media



Open Planet Ideas uses besides Facebook (to attract as many new people) also Twitter as a Brainstorm-tool.
The Build Hour was a 60-minute brainstorming session on Twitter, during which everyone rapidly posed, discussed, and expanded upon one another's ideas. People shared 26 concepts and more than 250 tweets in an hour!

Local Wiki



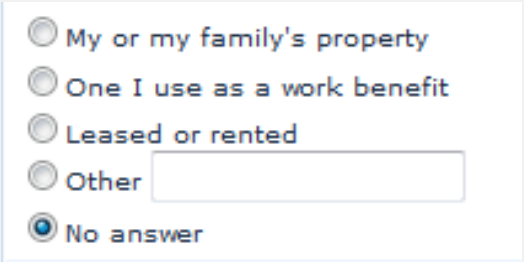
harKopen & eCars-Now! use wikis to store their information in a structured way. The fact that one global platform has several local wikis makes it easier to contribute on language level and gives it a real global background.
Contributing and collaboration in your own language is easier to do and evokes less boundaries.

Crowdmapping



Ushahidi uses CrowdMapping as main tool in their open source platforms. CrowdMapping gives the contributor the possibility to add information depending on the place where it happens. This way local information can be viewed on global level.
A number of other embedded tools make contribution to the CrowdMap easierSMS, mail, voice to text, ...)

Questionnaire



eCars Now! uses a basic questionnaire to collect direct data-feedback from their users. Basic questions are asked to the community, which are used to make decisions on. This way the platform facilitator can easily “speak for the community”, when filtering ideas.



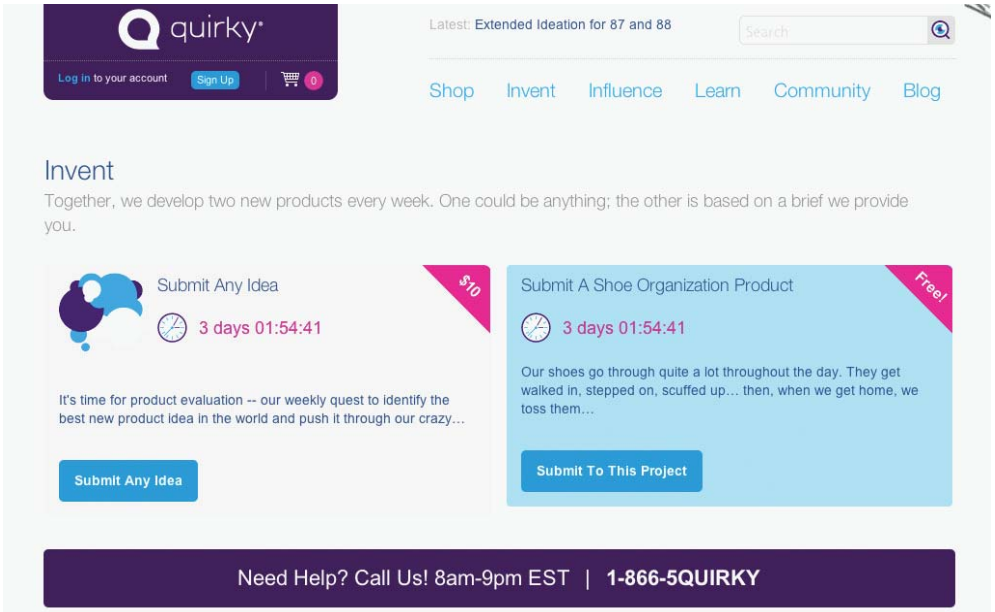
BENCHMARKS

study of 20 co-creation platforms

image: CC Flickr -Twicepix

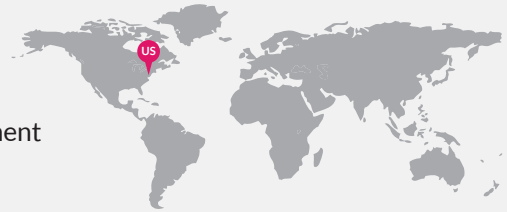
A Quirky

www.quirky.com



Key Info

Category	Crowd of People
Scope	New Product Development
Initiator	Corporate (Quirky)
Phases	Ideation - Sales
Founded	2006
Country	United States
Focus	Global



Amount of People Involved	1	5
Competition Degree	1	5
Customer Competence	1	5
Dialogue/Interaction Freq.	1	5
Project Duration	1	5
Return for Participants	1	5

Platform Description

Quirky is a co-creation platform for inventors. Users vote on new inventions based on their merit. Exceptional product ideas are promoted to prototype and eventually marketing phases, receiving input from the community along the way. Weekly one community-voted concept is put into action; from idea to production.

Keywords

Weekly New Products - Inventions - Community - % of Sales as Reward -

From Platform Perspective

Quirky is a platform which offers co-creation in the whole process (from ideation until sales). It provides all the tools people need to "influence" a project or an idea, and to work together towards a good end-product. Because people can be part of every step in the overall process, their contribution can be really high. Even in sales: influencers are going to present/sell their product.
The fact that the platform is supported by the whole community and Quirky, makes it a strong structure where anybody can find a way to contribute in his/her own way.

From Solvers Perspective

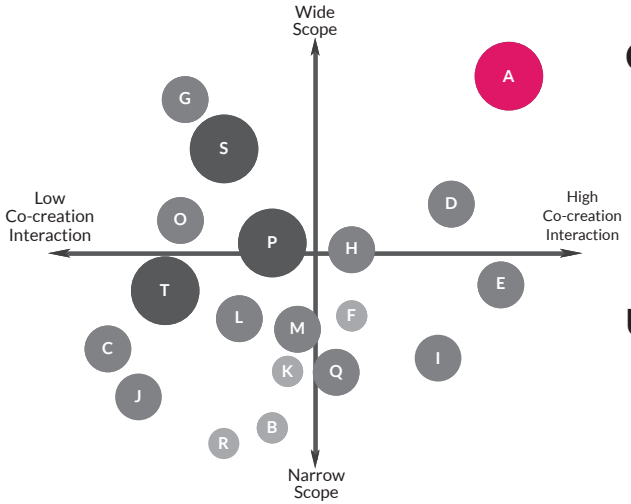
Solvers, or better said creators, are encouraged to "influence" projects. This can be done in different ways (research, voting, comments, ...). The bigger their influence (real-time measurement), the bigger their reward (=money). This way people get more rewarded if they are more involved, which makes everything more active.
The fact that the whole Quirky-community is pretty big at this moment, makes it possible to have a huge user/community feedback. This way a product is a "team-product" where many people are proud of (providing Quirky already a "social base" for pre-selling the new product).

From Seekers Perspective

From the moment Quirky "approves" a community-idea; Quirky is involved in every step that is made afterwards. Quirky can get financial benefit either in the possibility to make money out of ideas in the sales phase, or indirectly by collecting huge market data (which can be used in next projects). Every week Quirky provides a new design brief for a new product; contribution as an individual is free! Only if you like to "send" your own idea (not related to the design brief), you pay a little "upload-fee". This is besides a little bit money-making also a natural filter selecting only thought through concepts.
Overseeing the whole process at every step, is what makes Quirky so strong.

Key Learnings

- Give the easiest job to the crowd (generating ideas), work alone on the hardest part (finding best manufacturers, engineering, ...).
- Work together in between (feedback, branding) and afterwards (sales).
- Reward your co-creators in a way they think is correct and valuable
- Give many tools to contribute in many ways (voting, messages, rating-systems, ...)



Co-creation Map

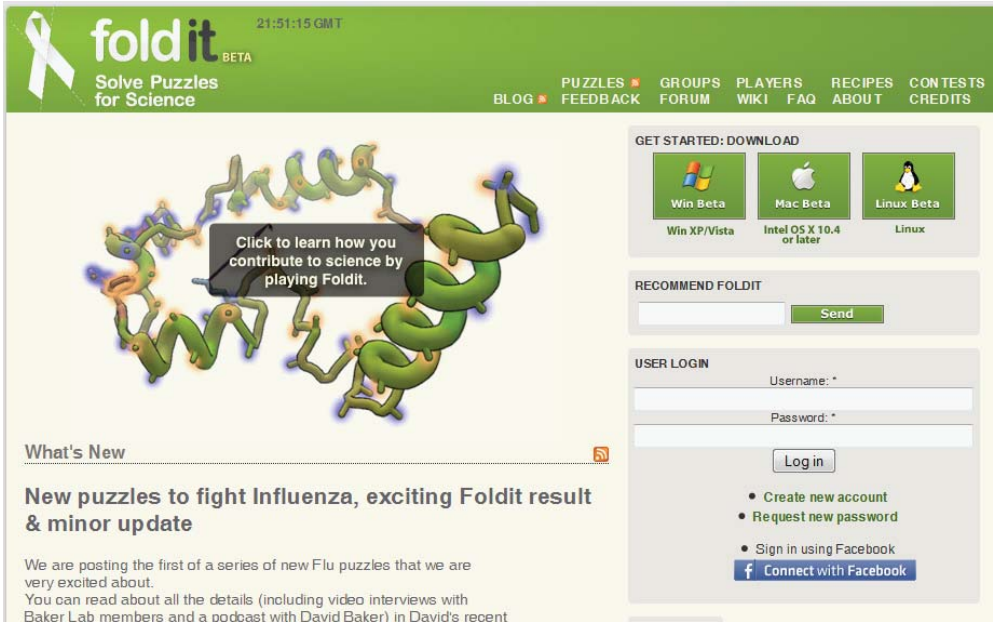
The fact that Quirky scores high (as well on the X- as Y-axis), depends of course on the different products that can be posted on the platform, and a lot of co-creation tools are provided to help the user contribute in a new and/or existing product. Thanks to the commission on sold products, Quirky has a high and balanced revenue model.

Used Tools

- Rating
- Voting
- Making Comments
- Social Media
- Expert Panel

B Foldit

www.fold.it



Key Info

Category	Crowd of People
Scope	Solving Science Problems
Initiator	University
Phases	Design
Founded	2008
Country	United States
Focus	Global



Amount of People Involved	1	5
Competition Degree	1	5
Customer Competence	1	5
Dialogue/Interaction Freq.	1	5
Project Duration	1	5
Return for Participants	1	5

Platform Description

FoldIt is an experimental video game about protein folding, developed as a collaboration between the University of Washington's departments of Computer Science and Engineering and Biochemistry. Gamers use their human skills to do research to protein structures in a fun way, where computers have problems to fulfill these tasks.

Keywords

University - Game Co-creation - Solving Science Problems - Fun as a Reward

From Platform Perspective

As all other cases are platforms or real-life co-creations, Fold-it uses an interesting feature to solve problems: play. People can play either alone or solve puzzles "in group". This makes the game both collaborative, and competitive.
Why is this a co-creation example and another game like "World of Warcarft" not? Maybe this last one is also an example, but with fold.it the focus is something to solve in real life (science problems), where in other games this doesn't exist.

From Solvers Perspective

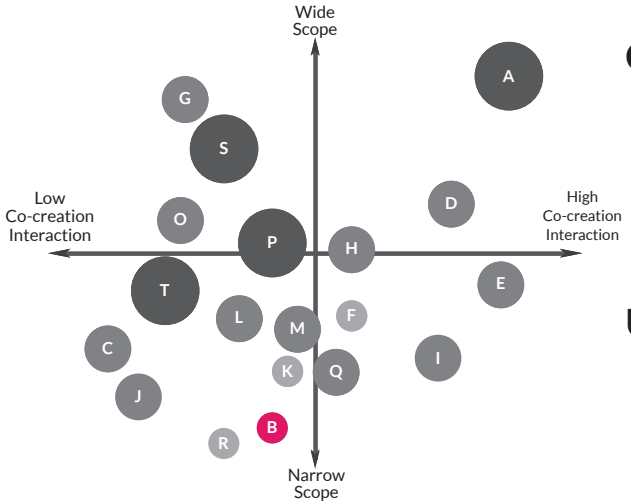
The solvers know they are helping the platform with solving "science problems", but it is not their drive to do so. The profile of the foldit-seekers are people who are looking for nice puzzles to solve. The more difficult, the more interesting, and the more they like it.
Because every puzzle comes with a competition amongst other players, the player gets even more "in to the game". Problems become puzzles, solutions become game-achievements.

From Seekers Perspective

Fold-it is an interesting way to solve the problems universities were looking for: unfolding protein structures through a video game. Saying it is cheaper than rewarding people for it, is maybe not something that can be said immediately. The development of the game, analyses, ... takes a lot of time as well (= money). On the other hand, the total set-up is on university-level; which makes it easier to do so. Implying this model on corporate-level, means the initiator needs a high set of skills/€ to start such an initiative.

Key Learnings

- People don't always have to be rewarded in physical things. Fun can also be a good "return".
- Gamification is a technique that becomes more and more important in online platforms/websites.
- Making a co-creation tool for solvers starts already with co-creating as a seeker yourself (different departments of university join in one project).



Co-creation Map

Because of the narrow scope (protein structures), Foldit is almost on the bottom of the scope line (Y-axis). Thanks to the several "tools" and the possibility to collaborate with others to solve puzzles, we can consider them as a platform with mid co-creation interaction possibilities.

Used Tools

- Points & Status (~Gamification)
- Social Media
- Forum
- Wiki

C Co Creation

www.cocreation.pt



Key Info

Category	Crowd of People
Scope	New Energy Ideas
Initiator	Corporate (edc)
Phases	Ideation
Founded	2008
Country	Portugal
Focus	Global



Amount of People Involved	1	5
Competition Degree	1	5
Customer Competence	1	5
Dialogue/Interaction Freq.	1	5
Project Duration	1	5
Return for Participants	1	5

Platform Description

Co-creation is a platform where individuals and companies can talk about new possibilities/ concepts in the Energy Sector. (e.g. Energy efficiency, eMobility, ...) The platform initiator is EDP, a Portuguese energy distributor. People don't get rewarded for contribution. It is all about sharing interest and being open-source.

Keywords

Energy distributor - Platform - eMobility - Energy efficiency - OpenSource

From Platform Perspective

The idea behind the platform is finding people who like to share ideas about "New Energy problems" and/or who like to make suggestions for the distribution of it. Making this open source could give the people the drive to join (they can read through all generated content, ...) But there it stops...
The platform has a lack of tools to bring these challenges to live. People can only comment and discuss with each other in specific fields or through a blog.

From Solvers Perspective

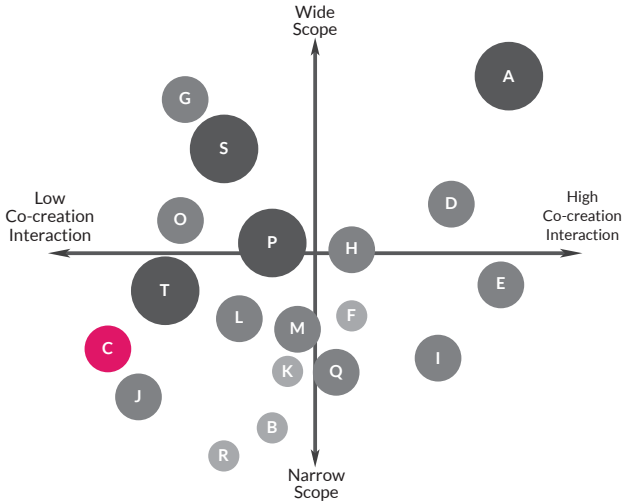
It is easy to join as a "solver" on this platform, little registration is necessary. But directly as you do so, you can feel the platform is not "alive". And this is the first step that is really important for people to contribute. As long it is not visible that a platform is alive, people won't contribute (because in the first place they don't feel as they get something back) and the platform stays in the same "frozen" loop.

From Seekers Perspective

A platform as this, from company side, is possible but you have to make choices. EDP is, at this moment, somewhere in between. It is not clear what their role is in the platform; is it to generate new ideas for EDP and to make money out of it (of course this it, but for the solvers it is not clear), or is this a platform of being open-source and setting up a community of kindred spirits?
Communicate good to your user, and they will communicate back. Do this wrong and they will take a step back.

Key Learnings

- People who "join" want to see/experience a breathing/living platform. Not something that is dead.
- With only a forum and providing the possibility to comment on projects, people don't have the proper tools to co-create as they should be able to.
- Not rewarding people is possible, only when they get "something else" in return (content, play, ...)



Co-creation Map

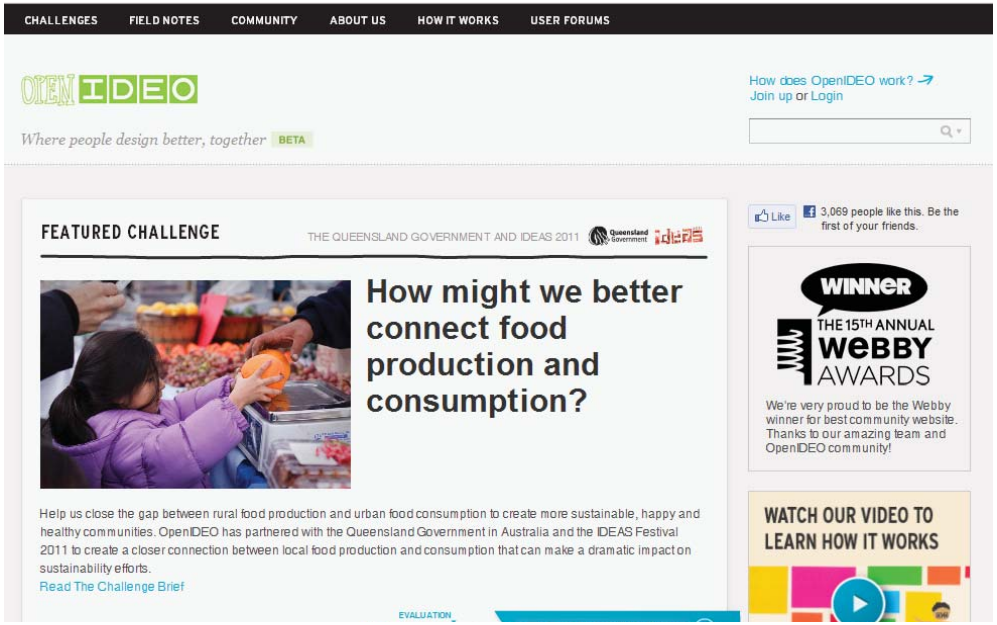
Co-creation is one of the "this is not working" examples. The lack of proper tools to collaborate and the rather narrow scope, makes it very hard to sustain as a platform.
Thanks to the financial input from EDP, co-creation is still able to "exist".

Used Tools

- Making Comments
- Forum

D Open IDEO

www.openideo.com



Key Info

Category	Crowd of People
Scope	Problems for Social Good
Initiator	Corporate
Phases	Ideation - Design
Founded	2010
Country	United States
Focus	Global



Amount of People Involved	1	5
Competition Degree	1	5
Customer Competence	1	5
Dialogue/Interaction Freq.	1	5
Project Duration	1	5
Return for Participants	1	5

Platform Description

OpenIDEO is a platform where people/companies post challenges "for the social good", which can be solved through 3 phases: inspiration, concepting, and evaluation. Community members can contribute in a variety of different ways, from inspirational observations and photos, sketches of ideas, to business models and snippets of code. Everything is open-source.

Keywords

Challenges - Social Good - 3 Phases - OpenSource

From Platform Perspective

The OpenIdeo platform is a bit the same as other more commercial examples where people get rewarded if they find a good solution for a "challenge" (e.g. Innocentive). With OpenIDEO, the reward-system is based on recognition. People are contributing "for the better" and to increase their "Design Quotient" (a way of telling how much a person has contributed to the platform). The platform provides lots of tools to share ideas. Because of that, and in combination with the "non-reward-method", it has a strong platform-structure. Splitting up the design process in different phases makes it easy to take decisions.

From Solvers Perspective

People don't get physical things back for contributing. It is the joy of working together with lots of people in one project and the recognition (~exposure) out of that what makes the solver to participate. Because of the 3 different phases, people can contribute more easily to the phase in which they're good at.

One specific project in collaboration with Sony and WWF has been scoped out; evaluated seperately as a different case.

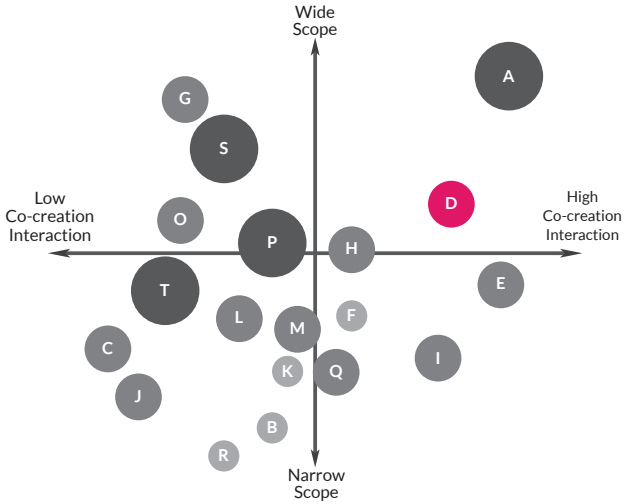
From Seekers Perspective

Most challenges are posted by companies. OpenIDEO approves only interesting/valuable challenges and only if they are "for the Social Good". As such, there is already a good filter from the beginning. Outcomes are Open Source but can be used to make it "real" if seeker & solver are both interested in finding collaborative partners.

Not sure about this, but companies probably have to make a little contribution to IDEO after the project, if that is in their power.

Key Learnings

- People contribute for free if they see the benefit of the project or get the recognition they're looking for.
- Splitting up the design process in phases makes it easier to choose ideas/concepts.



Co-creation Map

OpenIDEO has some really nice embedded collaboration tools, which makes it easy to collaborate and co-create with others. On the other hand, the specific scope of "problems for the Social Good", in combination with almost any possibility to solve those problems, balances out the Y-axis.

Used Tools

- Forum
- Making Comments
- Visual Collaboration Map
- "Applause" Ideas (= like)
- Uploading different Media Content

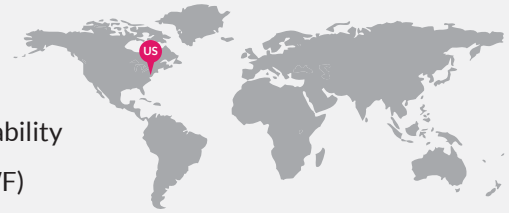
E Open Planet Ideas

www.openplanetideas.com



Key Info

Category	Crowd of People
Scope	Technology for Sustainability
Initiator	Corporate (Sony & WWF)
Phases	Ideation - Realisation
Founded	2010
Country	United States
Focus	Global



Amount of People Involved	1	5
Competition Degree	1	5
Customer Competence	1	5
Dialogue/Interaction Freq.	1	5
Project Duration	1	5
Return for Participants	1	5

Platform Description

Open Planet Ideas is a co-creation project of SONY & WWF, based on the OpenIDEO platform. Where normally the 3 phases of Ideo are used to generate concepts, here the realisation phase has been added. With the platform they are looking for concepts where the technology of Sony can be used to generate ideas for a sustainable future.

Keywords

Sony&WWF - Sustainability - Different Phases - OpenSource - Exposure

From Platform Perspective

The structure of this platform is completely the same as the OpenIDEO platform; some more tools are provided though (more social media connection, more language abilities, ...). Also very important is the addition of the "realisation"-phase. This makes the platform and the project more tangible. Because the website covers only one project, the project duration is really clear and people know what they can expect and when. Providing a clear communication and letting the user know which next steps are taken in the process makes everything more concrete.

From Solvers Perspective

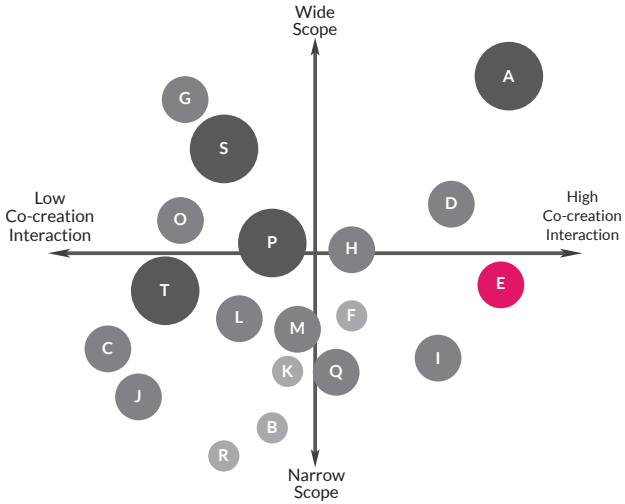
The drive for people is a little bit different from a normal project on OpenIDEO. Because they are having only one project on the platform, the goal of what will happen is more clear and the contribution for that is also easier to communicate. People don't get financial rewards for putting their ideas in the cloud, the "winning prize" is just being in the spotlights and getting recognition for your idea. You can get the chance to work with a big company that will make your idea tangible. The sustainable part is very important here. Nowadays, people want to care about the environment, and want to make their contribution to a better world: putting a world-changing idea on a platform.

From Seekers Perspective

Also here (~ Fold-it) two separated parties join together to cooperate and make one co-creation project. WWF supports from the sustainability side, where Sony supports from the technology side. They both need each other to make the co-creation easier to access for a broader audience. Thanks to the cooperation, the platform attracts both people interested in Sony and others interested in sustainability. A good sustainable project can't survive when it doesn't has the proper technology, and a good technology project can't survive without a good context. Providing a platform in 5 main languages, makes this a really global project, where both initiators will get huge "diverse local insights".

Key Learnings

- Making the platform accessible in different languages, makes it more "glocal". More people can contribute, more diverse input is generated.
- Starting idea generation with existing technologies makes concepts stronger and more realistic.
- Adding a realisation phase, makes it more interesting for solvers to contribute.
- Use the network-access of your company to reward your TOP-contributors with "fame" and put them into the spotlights (~achievement).



Co-creation Map

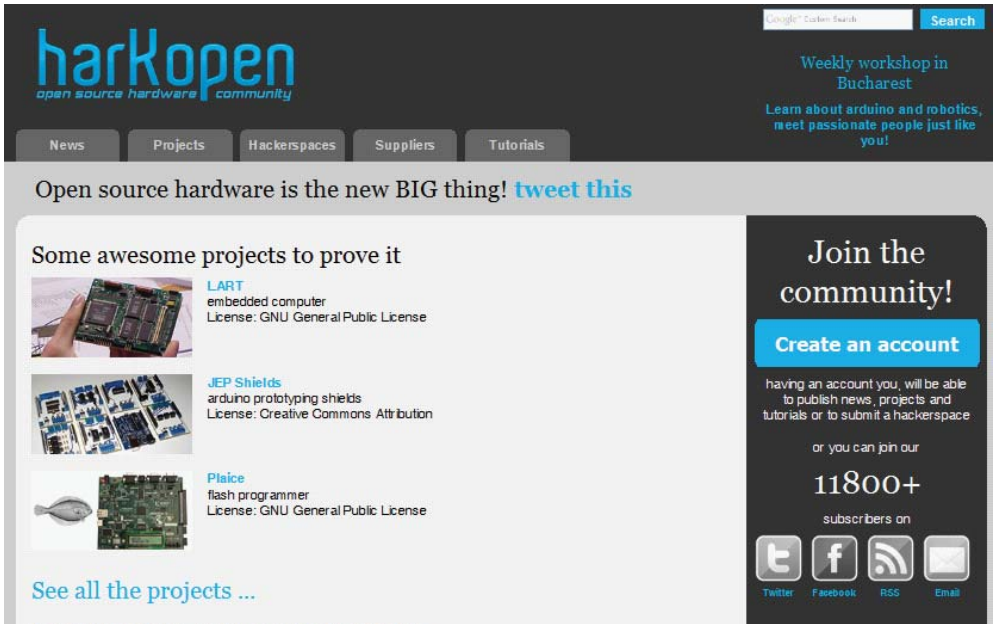
OpenIDEO and Open Planet Ideas are almost the same (have the same structure). The specific focus on "technology for sustainability", and the enlargement with the realisation-phase, gives it a very high interaction score (X axis).

Used Tools

- Forum
- Making Comments
- Expert Panel
- Social Media
- "Applause" Ideas (= like)
- Uploading different Media Content

F harKopen

www.harkopen.com



Key Info



Category	Community of Kindred Spirits
Scope	Electronics & Open-Source
Initiator	Group of People
Phases	Ideation - Realisation
Founded	2010
Country	Romania
Focus	Global/(Hyper)Local

Amount of People Involved	1	5
Competition Degree	1	5
Customer Competence	1	5
Dialogue/Interaction Freq.	1	5
Project Duration	1	5
Return for Participants	1	5

Platform Description

HarKopen is an open source internet community with the main goal of helping the world interconnect. By offering service, web tools & help, people can post electronics projects, the community can grow faster together and make awesome open tech. No competition: people post ideas and build together on what and with whom they like.

Keywords

Electronics - Online and Offline co-creation - Open Source

From Platform Perspective

This platform is totally Open Source. No companies posting challenges, no specific rules for what can go to another phase or not, ...
The fact that this "platform" runs by its own users makes it a powerful community-platform, where ideas level-up to a better product.
Providing an offline- (city work spaces) as well as an online space (the platform) improves the motivation to collaborate, and makes harKopen both global and hyperlocal.

From Solvers Perspective

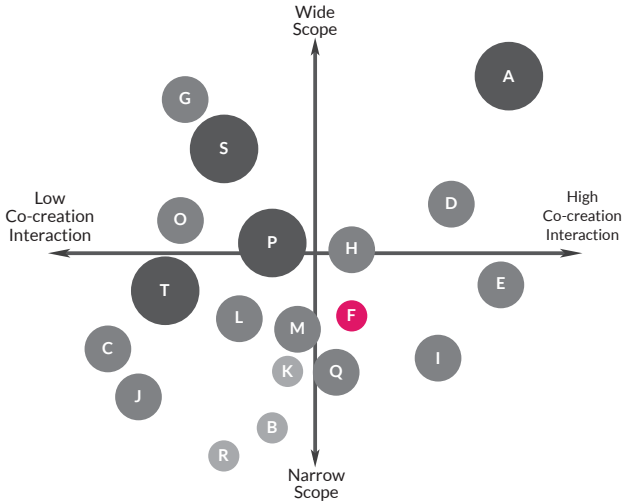
The platform set-up was made to share/discuss projects with people with the same interest. People join this community because they are interested in the content. It is not about finding as many people that want to contribute with fresh ideas; it is about finding kindred spirits who want to give you advise and help you finalizing YOUR PROJECT.
Aside from that, also other things are discussed in the community: where to buy the best parts online, what is the best local store, ...

From Seekers Perspective

As said before, this is a community of kindred spirits. People are looking for "people like me" to work together and to get feedback. Of course the virtual space has its limits when designing real hardware. HarKopen maps several local "Hackerspaces", where people with common interests meet in real life. Thanks to this "local-minded approach", the motivation of participation in harKopen is influenced in real life as well as online. People don't participate because they can win prizes, rewards, ... They participate because it is the platform that brings all the "people like me" together, and where they can talk with peers from all over the world.

Key Learnings

- Providing an offline as well as an online space improves motivation to collaborate on the platform.
- People are always looking for other "people like me".
- Communities of Kindred Spirits don't need competition, this can lead to envy and bad collaboration.



Co-creation Map

Thanks to the many local hackerspaces, in combination with the platform, harKopen provides several tools and ways to collaborate between community-members.
The focus on electronics makes it still rather narrow.

Used Tools

- Making Comments
- Social Media
- Local Wiki
- Real Life Workshops

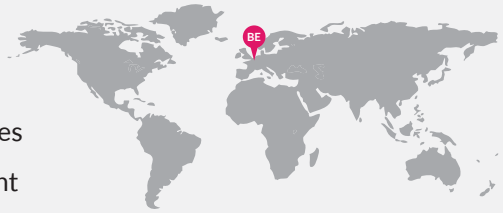
G Flemish Living Lab Platform

www.vlaamsproeftuinplatform.be/en



Key Info

Category	Club of Experts
Scope	Testing Products/Services
Initiator	Corporate & Government
Phases	Testing
Founded	2010
Country	Belgium
Focus	Hyperlocal



Amount of People Involved	1	5
Competition Degree	1	5
Customer Competence	1	5
Dialogue/Interaction Freq.	1	5
Project Duration	1	5
Return for Participants	1	5

Platform Description

The Flemish Living Lab Platform supports private and public organizations, associations or individuals who want to perform living lab research. Experimentation and co-creation with real users in their own living environment. Users, researchers, businesses and government are jointly involved in finding innovative solutions, products, services and viable business models.

Keywords

Experimentation - Real life Co-creation - Testing - User Feedback- Different Parties

From Platform Perspective

The Flemish Living Lab Platform is a good example of an offline co-creation initiative. Where for a good online platform, the provided communication-tools are important to keep the platform alive and well, here the organisation structure is really important.
Typical projects run for one single year, where the interaction frequence is really high. Again the project-timing is crucial for keeping the project "alive". People know what they can expect and are more comfortable to act on that.

From Solvers Perspective

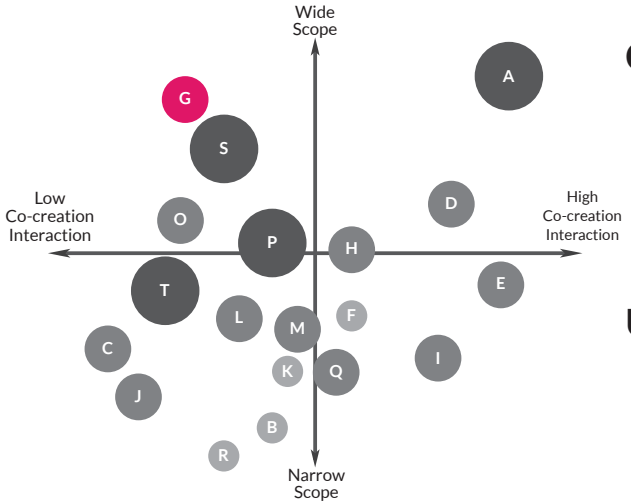
The participation of the user in the living lab is rather one directional. They co-create together with all other existing parties to think about new possibilities, giving feedback, ... but are not involved in the overall process. Their rewards for contribution are mostly financial, but that doesn't exclude they might be participating out of other interests.
Once people are recruited, they are also "available" for other projects, no matter what the subject may be.

From Seekers Perspective

The Flemish Living Lab is a government initiative, led by and in cooperation with different companies. Main organizer is a Belgian telecom operator (Telenet). Collaborating with different parties makes it possible to test different cases at the same time. It is perfectly possible that in one test-project both Internet-data-analyses and energy-efficiency are tested. Within this structure, different companies are working together, opening doors for collaboration in new innovative products and services.

Key Learnings

- Real-life co-creation with different parties needs a proper cooperation structure between all different parties
- When you want really valuable user feedback you have to go to the place where they feel most comfortable (= their home) to get the most relevant result.



Co-creation Map

Thanks to the possibilities to co-create with several companies, the scope of the Flemish Living Lab project is, or better said can be, very wide. The lack of a good combination between online and offline collaboration makes it an example, where the co-creation interaction is rather low.

Used Tools

- Real life Co-creation
- User Feedback
- Expert Panel

H Ushahidi

www.ushahidi.com



Key Info

Category	Community of Kindred Spirits
Scope	Information Collection
Initiator	Corporate
Phases	Research
Founded	2008
Country	Kenia
Focus	Local



Amount of People Involved	1	5
Competition Degree	1	5
Customer Competence	1	5
Dialogue/Interaction Freq.	1	5
Project Duration	1	5
Return for Participants	1	5

Platform Description

Ushahidi is a non-profit tech company that develops free and open source software for information collection, visualization and interactive mapping.
Being open-source it can be formed fast to anybody's shape/design and put directly online for crowdmapping.

Keywords

Crowdmapping - OpenSource - Information Collection - Visualisation

From Platform Perspective

Ushahidi itself is not a platform for co-creation. It is a company, providing software and tools to make co-creation possible. Their greatest example is the open-source crowdmapping possibility: a way to collect data in a specific area, generated by the people in that area. One example is http://syriatracker.crowdmap.com, where people try to map the different types of crimes in Syria.

From Solvers Perspective

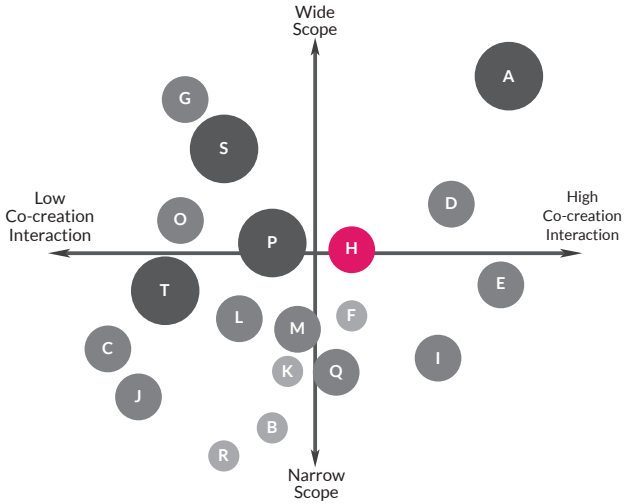
Most tools are used for solving problems that are society based, which are often local. As for example with the Syria Crime Map, all people in Syria "who don't like crime" are possible contributors. Projects who use the Ushahidi mapping tool start mostly with a group of kindred spirits or goals.
Providing different ways to collaborate in the crowdmapping (through email, text, SMS, ..), a good participation-base is created for people who like to contribute.

From Seekers Perspective

In this case the "seekers" are not the people of Ushahidi itself, it are the users of the tools. Mostly seekers and solvers are the same people (~kindred spirit). It are people who care about a common problem that is supported by the "real-life" local community.
"It is an aim to provide a better place for you and your loved-ones": this is mostly the starting point for the seekers's initiative to use this open source tool.

Key Learnings

- Making it possible to contribute online in many offline ways (SMS, voice to speech, ...) makes the platform more valuable
- If your project gets the support of the "offline"-community it has a good base for action



Co-creation Map

Ushahidi is a nice example of a good average co-creation platform. The amount of interaction tools are limited, but used in a very efficient way (through social media, SMS, ...). The fact that one open-source tool can be used in different fields makes the scope not too wide, and not to narrow.

Used Tools

- Crowdmapping
- Social Media
- Mobile Contribution

I M@nor Labs

www.manorlabs.org



Key Info

Category	Crowd of People
Scope	Government 2.0
Initiator	Government
Phases	Ideation - Realisation
Founded	2008
Country	United States (Texas)
Focus	Local



Amount of People Involved	1	5
Competition Degree	1	5
Customer Competence	1	5
Dialogue/Interaction Freq.	1	5
Project Duration	1	5
Return for Participants	1	5

Platform Description

Manor Labs is the official research and development division of the City of Manor, Texas. Manor is a small, but growing, community of about 6,500 innovators (citizens) located on the outskirts of Austin. People work together on Government 2.0 and give ideas how they can improve their city. People can get small rewards for good ideas.

Keywords

Ideas for the City - Texas (US) - Government 2.0 - Online/Offline

From Platform Perspective

This is also a platform where people get rewarded for their ideas and concepts in virtual points. Working, as OpenIDEO, with 3 different phases (Incubation, Validation and Emergence) makes it easier to contribute and to make selections.
The whole game concept behind the platform, combined with the original city-store (people can use their earnings to become mayor for one day, to "buy" a city T-shirt, ...) makes it a platform with different participation levels.

From Solvers Perspective

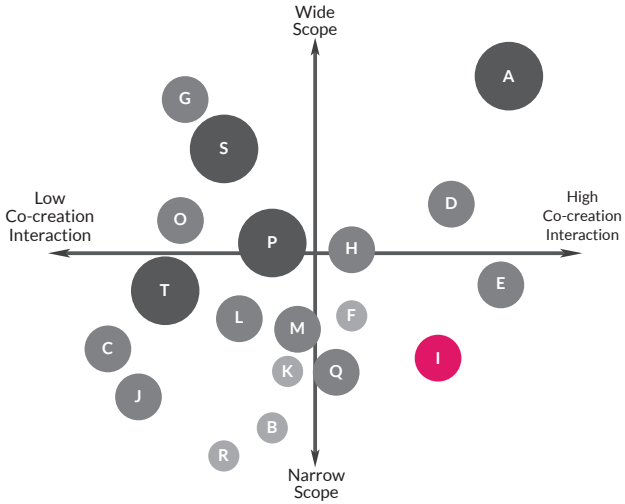
The main goal for the participant, after providing ideas for HIS ideal city where he/she lives, is to earn points. For various actions performed on the site, users earn those points. Members can earn for different activities, including posting content and ideas, reviewing, voting, and investing wisely in ideas. The more value you add to the site, the more currency you will earn.
In this way it is not only possible to contribute/collaborate in different ways, but also to collect your rewards in different ways. Again like in fold-it, a lot of gamification techniques are used to keep the "solver" active and to come back to the platform.

From Seekers Perspective

As the platform has a rather simple structure, the feedback that the city gets from the solvers is really interesting. They succeed in having a nice platform where a lot of tools and elements are providing a good structure for co-creation; with a low financial effort. Because of the personal interest of the solvers in the platform (the results will directly influence their lives), the effort the seeker has to do can be lower compared with other co-creation platforms.

Key Learnings

- A lot of gamification techniques are used; not only to let the user participate, but to get them back to the platform after a while.
- People are willing to co-create on things they care about (~their own street, city)
- Special rewards make "winning" more personal (mayor for one day, Ride Out with the Chief of the Police, ...)



Co-creation Map

When we look to the Y-axis, we can see that the scope is rather narrow. This thanks to the local "problem solving" issue and the focus to solve only city-problems.
The creativity of the online platform in the way people can contribute/get rewarded/... makes it possible to co-create in many ways.

Used Tools

- Making Comments/Reviews
- Liking
- Social Media
- Expert Panel
- Reward Store

J SLoCat

www.slocat.net



Key Info

Category	Coalition of Parties
Scope	Low Carbon Transport
Initiator	Government
Phases	Knowledge Exchange
Founded	2009
Country	Asia, Africa, Latin Am.
Focus	Global/Local



Amount of people involved	1	5
Competition degree	1	5
Customer Competence	1	5
Dialogue/Interaction Freq.	1	5
Project Duration	1	5
Return for Participants	1	5

Platform Description

SLoCaT (the Partnership on Sustainable, Low Carbon Transport) improves the knowledge on sustainable low carbon transport, helps develop better policies and catalyse their implementation. Over 50 organizations have joined the Partnership, including UN organizations, multilateral development banks, technical cooperation agencies, NGOs, research organizations, ...

Keywords

Low Carbon Transport - Knowledge Exchange - Different Parties

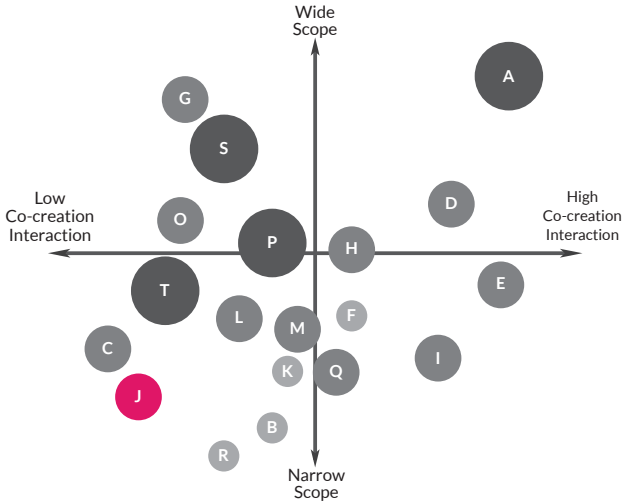
Co-creation?

SLoCaT is a voluntary multi- stakeholder initiative and documented on the UN participation-list.
The thematic scope of the Partnership is on land transport in developing countries and includes freight and passenger transport. Both motorized and non-motorized transport is included. The geographical scope of the Partnership includes developing countries. The Partnership will initially focus on Asia, Latin America and Africa.
The Partnership has as its overall goal to mobilize global support to reduce the growth of GHG emissions generated by land transport in developing countries by promoting more sustainable, low carbon transport.

This eMobility partnership, is a partnership to map the knowledge about this specific topic.
Because the initiative focus on the mapping of knowledge and has not the direct aim to makes something together, this is not a co-creation initiative.
This doesn't mean that it could not be useful for a good co-creation platform. SLoCaT-members could be part of an expert panel when designing an eMobility platform.
It is the knowledge what makes this eMobility-group valuable. They don't have the direct aim to transform knowledge in new concepts/services/...

Key Learnings

- When designing a co-creation platform it can be necessary to select a group of expert that helps you validate decisions. These expert can already exist in "knowledge-partnerships".



Co-creation Map

As described in the Key Info, SloCat is a typical example of a "coalition of different parties". These structures are more often based on transmitting & sharing knowledge. They are not building together on one project. Because of this; most coalition of parties score rather low on X- and Y-axis.

Used Tools

- Expert Panel



Ready for an awesome new innovation project?
Let's co-create together... Connect!

www.boardofinnovation.com
manu@boardofinnovation.com

image: CC Flickr -Ben Cooper

K OScar

www.theoscarproject.org



Key Info

Category	Community of Kindred Spirits
Scope	Open Source Car
Initiator	Group of People
Phases	Ideation - Realisation
Founded	v0.1 1999 / v0.2 2006
Country	Germany
Focus	Global



Amount of People Involved	1	5
Competition Degree	1	5
Customer Competence	1	5
Dialogue/Interaction Freq.	1	5
Project Duration	1	5
Return for Participants	1	5

Platform Description

OScar is an open-source project where people try to make a new innovative car through an online community. Everyone who likes to participate can join. OScar 1.0 started in 1999; in 2006 the second release started.

Keywords

Open Source Car-Online Community

From Platform Perspective

The Oscar Project is a typical small co-creation project of a community of kindred spirits.
It is an eMobility platform where people are trying to build an open-source car with the things they have. The lack of several tools, the uneasiness to immediate access (~only after registration) and the high standard of competence before you can contribute, makes this a rather small & exclusive co-creation initiative.

From Solvers Perspective

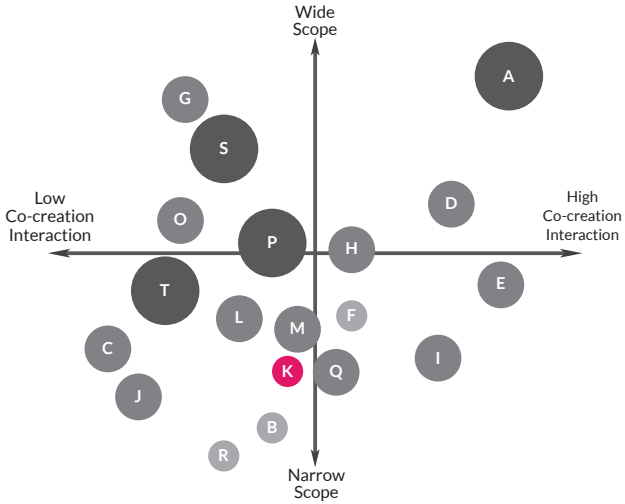
Although the project is open-source, the OScar community itself is rather closed. This does not mean that everyone can't join the community. It is free! After giving you a login and password, you can contribute to the project through the Wiki.
This co-creation platform, or shall we say co-creation collective, is a perfect example of people who like to find other "people like me", to start together a common-shared initiative.

From Seekers Perspective

Because of the rather closed community of kindred spirits, the solvers and seekers are the same. This initiative was started by a group of 4. Let's say the seeker is not a seeker anymore, it becomes more the facilitator who guides his peer-solvers through the process.
This way it is always possible that communication between solvers/seekers happens in a more familiar way, with the risk that not everything is communicated in the cloud (and some things might get lost).

Key Learnings

- Give the users already an idea of how they can contribute before they have to make a user account. This way, you don't create false expectations.



Co-creation Map

The rather basic collaboration-structure of the OScar project makes it difficult to communicate and collaborate in different ways. It is the wiki that is used as main interaction-tool. This tool is good for structuring almost everything online. Really making comments and replying is rather difficult. For this they use a forum.

Used Tools

- Forum
- Wiki

L CITYNET

www.citynet.org



Key Info

Category	Coalition of Parties
Scope	Urban Sustainability
Initiator	Government
Phases	Knowledge Exchange
Founded	1987
Country	Asia Pacific
Focus	Global/(Hyper)Local



Amount of people involved	1	5
Competition degree	1	5
Customer Competence	1	5
Dialogue/Interaction Freq.	1	5
Project Duration	1	5
Return for Participants	1	5

Platform Description

CITYNET (The Regional Network of Local Authorities for the Management of Human Settlements) is a Network committed to helping local authorities improve the lives of its citizens and create the urban sustainability across Asia-Pacific and beyond.

Keywords

Sustainability - Knowledge Exchange - Different Parties

Co-creation?

CITYNET was officially established in 1987 at the Nagoya Congress (N'LAP) in Japan with the support of different organizations.
From that point on CITYNET has maintained its mission to promote cooperative links and partnerships throughout the Asia-Pacific in order to improve the sustainability of our cities.

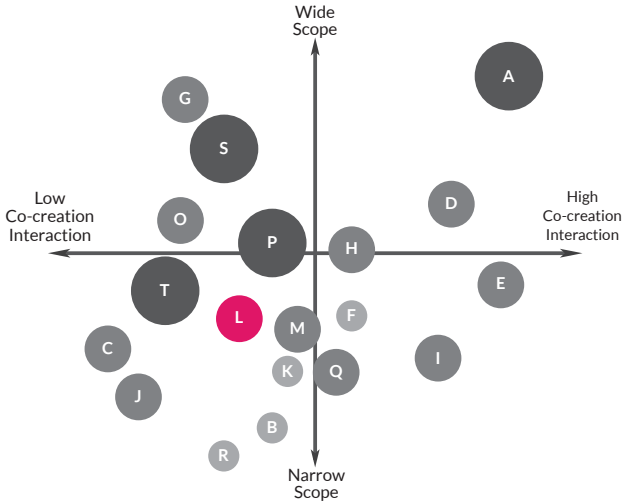
Any city whose population is higher than 100,000 citizens or organisation that share the activities and goals of CITYNET may apply for membership. Increasingly, cities and organisations have seen the relevance of being part of CITYNET. Members have benefited from the various aspects of urban expertise and have easier access to numerous sources.

The goal is to create 'People-Friendly Cities' that are socially just, ecologically sustainable, politically participatory, economically productive, ... CITYNET aims to achieve this goal by acting as a focal point for promoting exchange of expertise and experience among all urban stakeholders, particularly between local authorities and civil society groups. In this way, CITYNET endeavours to strengthen the capabilities of local governments to effectively manage the urban development process and to build partnerships between various stakeholders.

When talking about co-creation, CITYNET is a better example than SLoCaT (case J). With CITYNET, there is a clear objective: "create people-friendly cities". The fact that they like to do so by bringing different parties together, makes them the engine behind any co-creation project that can come out of CITYNET.

Key Learnings

- Co-creation can be about bringing the right parties together to reach a specific goal.



Co-creation Map

As said in the SloCat-case, "coalition of parties" score rather low on X- and Y-axis.
In this case, CITYNET is looking for sharing knowledge, but out of that knowledge making projects, together with their coalition-members.

Used Tools

- Expert Panels

M c,mm,n

www.cmmn.org



Key Info

Category	Community of Kindred Spirits
Scope	Open Source Car
Initiator	Universities + NGO
Phases	Ideation - Realisation
Founded	2008
Country	Netherlands
Focus	Global



Amount of People Involved	1	5
Competition Degree	1	5
Customer Competence	1	5
Dialogue/Interaction Freq.	1	5
Project Duration	1	5
Return for Participants	1	5

Platform Description

c,mm,n (pronounce as common), is a dutch open-source platform for sustainable, individual mobility. C,mm,n focuses on electrical vehicles and tries to built car 2.0: open-source and global; while also adopting a broader ambition in new mobility.

Keywords

Open Source Car- Platform - Online Community

From Platform Perspective

The c,mm,n community is, as other eMobility projects, a project to "invent" car 2.0.
Thanks to a specially designed collaboration website (only available after registration) and by splitting the project into different "workspaces"; everyone can contribute to what only he/she likes.
Again registration makes it a higher effort to contribute. Only here it may be something positive. It is a filter to void "spam". Because c,mm,n is a community of kindred spirits, things like registration should be no problem: of course only if it is clear what can be expected and what can be done afterwards (showing videos as they do)!

From Solvers Perspective

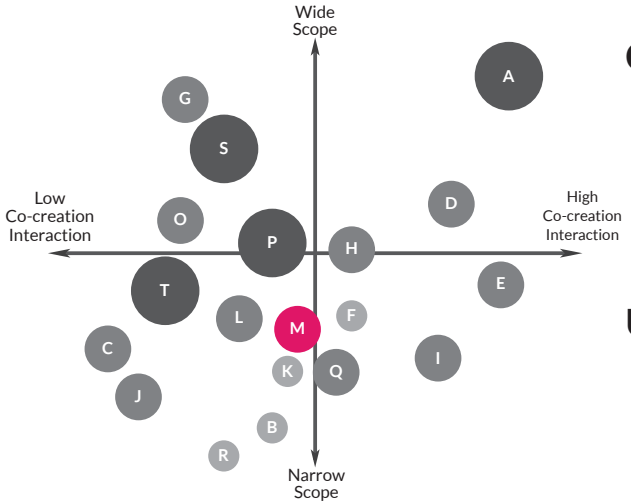
As there are worldwide enough possibilities to contribute to 2.0 cars; most platforms are constructed in a basic way: attracting only basic people. Thanks to the sponsorships of different parties (government, banks, ICT-platform builders, ..) c,mm,n can offer a nice Online Collaboration Platform where ideas can be shared and people can find other "people like me".
Of course the idea is the same for every platform. People contribute in a community of kindred spirits because they like that. Only here the tools are helping to do that better and more efficient.

From Seekers Perspective

c,mm,n is a project of Dutch universities in collaboration with an NGO. The Society for Nature and Environment is an independent organisation dedicated to a healthy environment, a rich ecosystem and beauty in the natural landscape. They lobby among governmental authorities and the corporate and political sectors for sustainable solutions to issues on nature and the environment.
The c,mm,n project is something that is part of their vision and policy. Thanks to the sponsorships of different parties, the project can be something more than just a wiki.

Key Learnings

- Splitting a difficult project up in small parts (~workspaces) makes it easier to contribute as an individual with only a little bit of competence in one field.
- If you are an individual: find sponsors to finance your platform and to make it better. For you, and your users.



Co-creation Map

Because c,mm,n is an initiative from universities & NGO, the possibilities to interact are larger than other platform with a similar project (OScar, ..) The fact that they built a special online collaboration platform, where users can interact/share/post/..., the platform can distinguish itself from others.

Used Tools

- Special Collaboration Platform
- Wiki

N Eco Mobility Tour Project

www.greenmobility.com.br



Key Info



Category	Crowd of People
Scope	Sustainable Urban Mobility
Initiator	Corporate
Phases	Ideation + Mapping
Founded	2012
Country	Brazil
Focus	Global

Platform Description

Green Mobility is originally a consultancy studio, now developing a mechanism which improves sustainable mobility in companies and governments. With their Eco-Mobility Tour project, they will provide travellers and citizens information about Sustainable Urban Mobility in cities around the world. The project will launch January 2012.

Keywords

Sustainable Urban Mobility - Cities - Worldwide - Travelling

Co-creation?

This co-creation project is being developed to facilitate the mobility of millions of travellers throughout the world. The initiative is initiated by Green Mobility, but they're calling on universities, cities and consultants to be part of this project worldwide.
Any city can participate by sending information about their systems of mobility, modal integration, integrated ticketing and facilities for citizens and tourists. Right now they are cataloguing systems and cities that would like to participate in a first test.

The proposed Eco-Mobility Tour is to provide the traveller (internal and external) information about Sustainable Urban Mobility in cities around the world. Through a multi- lingual platform this will integrate Flights Possible, plan an overland journey in Santiago, Chile, Brazil, Argentina, Beijing, Singapore, Berlin, New York, Munich, Paris or Barcelona.

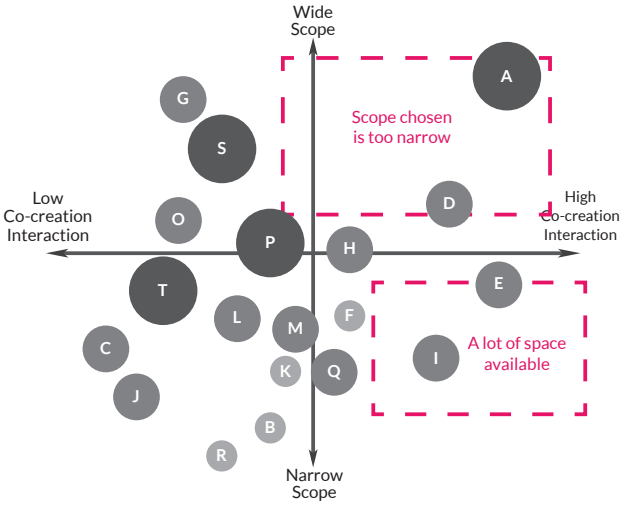
Goals?

How much is a taxi fare in Brazil? How much is a taxi fare in Seattle? How to rent a bike? How to find a ride? How to split a cab? What is the cheapest way to make a trip around the city? What is the most sustainable way?
It is better to rent a car? Or be part of a system of car-sharing? For a tourist on the best ticket for travel on Berlin? Where are the points of car-sharing and eco-bike in Mexico City?
How to get the best from each city through their systems cyclo-road, road, rail and subway? How to get a Ticket? Understanding the mobility systems of cities? What are the solutions to the population of cities and tourism?

As it is not really clear what the final outcome will be, we have to wait until January 2012!

Key Learnings

- Again the multi- language possibility is available
- Release with the idea that a lot of people will visit "foreign cities" during world-wide events (London 2012 Olympics Games, Brazil World Cup 2014, Rio de Janeiro Olimpic Games 2016)



Co-creation Map

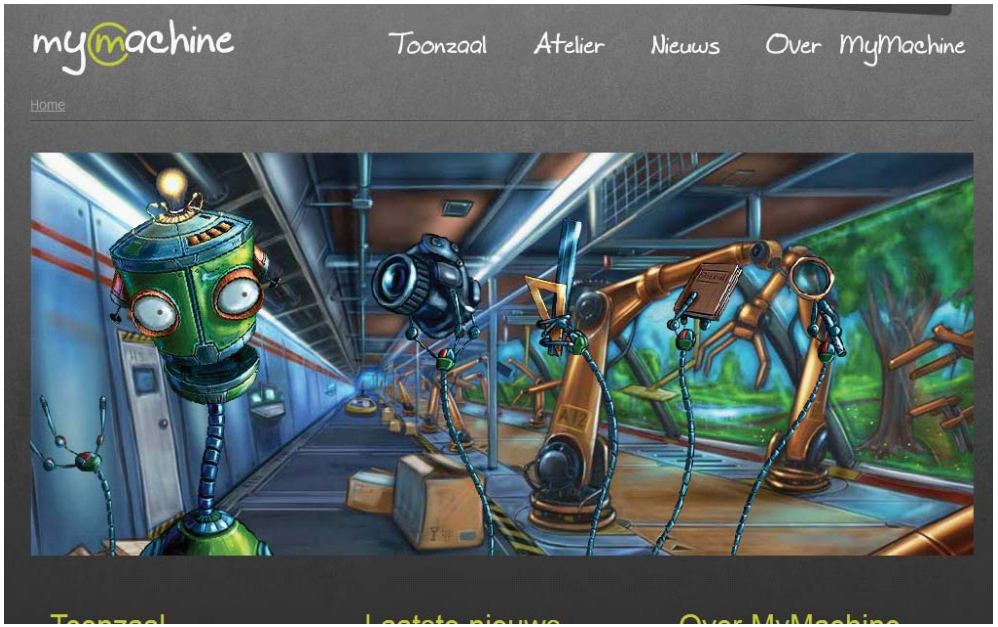
No mapping possible at this moment...

Used Tools

- tbd

O My Machine

www.mymachine.be/en



Key Info

Category	Crowd of People
Scope	Inventing “Dream Machines”
Initiator	University
Phases	Ideation -Realisation
Founded	2009
Country	Belgium
Focus	Hyper Local



Amount of People Involved	1	5
Competition Degree	1	5
Customer Competence	1	5
Dialogue/Interaction Freq.	1	5
Project Duration	1	5
Return for Participants	1	5

Platform Description

MyMachine is a non-for-profit initiative for small and large children that want to have their ‘dream machine’ realised and working. Children from elementary school come up with ideas, these are transformed to tangible and realistic machines by university design students, and in a later phase, the products are build until real working prototypes by highschools.

Keywords

Schools - Children - Inventors- Dream Machines - Collaboration - Process

From Platform Perspective

MyMachine is not really a platform. It is an offline co-creation project between three parties: elementary schools (who “invent” out of the box dream machines), universities (who transform the ideas in realistic working machines and who lead the project) and high schools (who build the machine until a real, working prototype).
Co-creation here is more about the process, and less about having a practical end result.

From Solvers Perspective

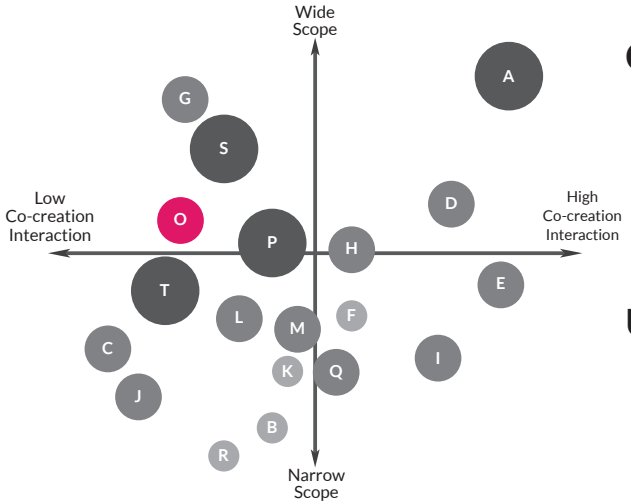
At the end, when an idea has become a reality; everyone can see their input. For the elementary school children, it is their invention that has become reality. Of course it is not always exactly the same, but it is still close enough to be “his/her idea”. For the high school students it is about making this project real and being proud of what they can make out of a construction plan of a designer.
The designer at last has overseen the process and is the one who is responsible to transforming crazy ideas into a real machine. Of course all parties get degrees for participating in the project. It is still a school environment.

From Seekers Perspective

Here the seekers are more the teachers who cooperate with their class. The first goal is not to come up with a realisation that is a really good design, but with a good collaboration and co-creation between the three parties (elementary-school, high school and universities). Working from idea until realisation, with the help of different parties, is what makes this project so interesting.

Key Learnings

- Working with children is good to get new fresh ideas. When filtering those ideas through a designer, you can come up with real innovative and surprising outcomes.



Co-creation Map

Offline co-creation problems have always more problems with interactions between users (and content of course). Because MyMachine is more about the “I build something”-”give it to someone else”- “and he/she upgrades it”; the interaction between three parties is not that high as would be possible.

Used Tools

- Expert Panel
- Real life Co-creation

P Local Motors

Www.local-motors.com



Key Info

Category	Community of Kindred Spirits
Scope	Designing new Cars
Initiator	Corporate (LM)
Phases	Ideation -Sales
Founded	2008
Country	United States
Focus	Global + Local



Amount of People Involved	1	5
Competition Degree	1	5
Customer Competence	1	5
Dialogue/Interaction Freq.	1	5
Project Duration	1	5
Return for Participants	1	5

Platform Description

Local Motors gives people the opportunity to build their own cars through co-creation. Voted concepts are worked out. From sketch to sales (in micro factories). Only 2000 copies of every design will be made.

Keywords

Car Design - Build your Own - Creative Comments - Co-creation

From Platform Perspective

Local Motors has a large community of car designers and engineers, who are making cars through open collaboration. Not all car ideas are put into reality. Only the cars that are chosen by the community go to another phase where they are upgraded on a technical level through co-creation (and where people all over the world work & communicate with the people of Local Motors).

From Solvers Perspective

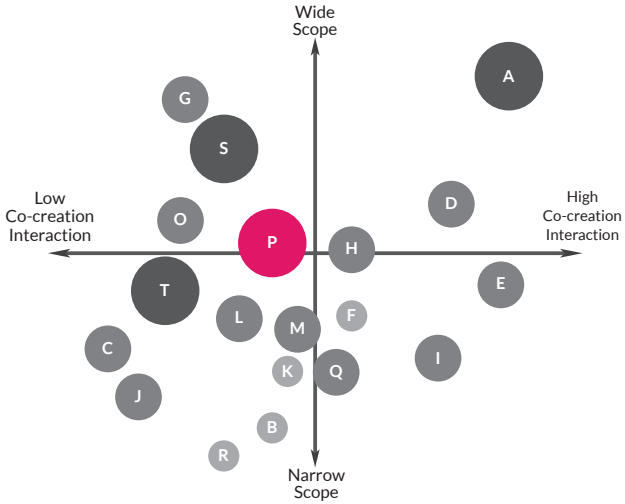
Many people dream about building their own car, but they don't have the ability to do so themselves (or they lack the proper skills). Thanks to this co-creation method they are able to participate in the design-process of a car and people can share knowledge with fellow co-creators. After the technical phase is ended, the car is manufactured in Micro Factories. This makes it able to customize the car as you like. From competition stage to co-creation phase, and finally the personalisation phase. The solver or collaborator has all the methods to make this project his/her own.

From Seekers Perspective

Local Motors is a company that made, with this co-creation project, a business-model which has several innovative blocks. Because the whole structure and process is part of the big community, community members become directly their customers.
Working with limited series, and micro factories, makes the car not only an exclusive object; it is also something that can be put into realisation without making too big investments. This makes this project both global and local!

Key Learnings

- Competition in an early stage, and pure co-creation in the phase that follows, ensures a good amount of people to start co-creating with.
- Working with local micro factories enables flexibility in realisation and ensures no big investments have to be made.



Co-creation Map

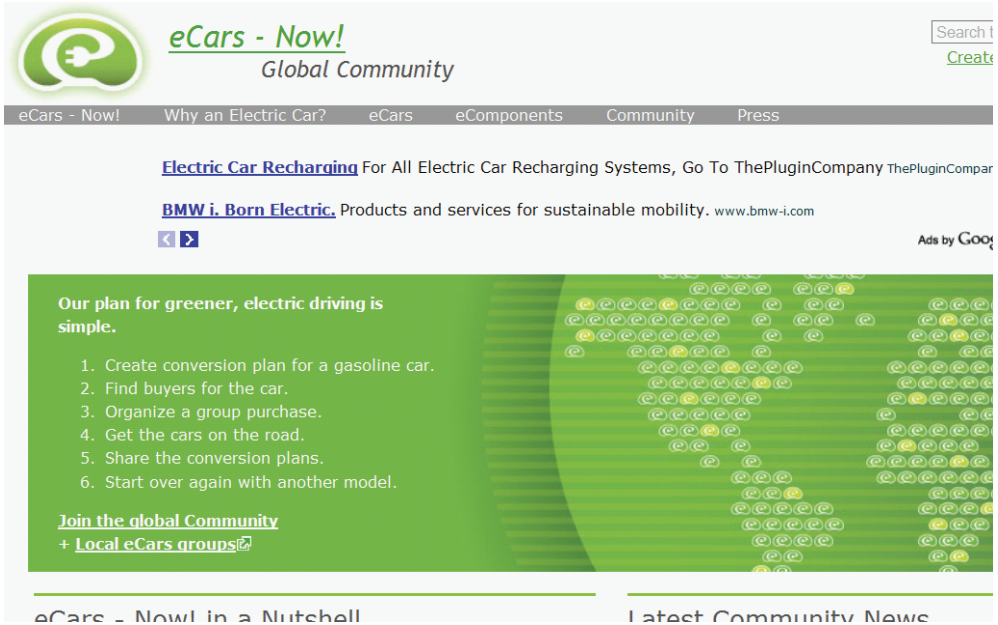
By itself, the structure of the Local Motors Platform is basic. What is really nice is the whole idea behind it (producing in micro factories, ..) As long as people are willing to pay double the prize of a normal car, this concept can keep itself alive. The moment that this willingness stops might they have a problem...

Used Tools

- Making Comments
- Reviewing Ideas
- Forum
- Voting

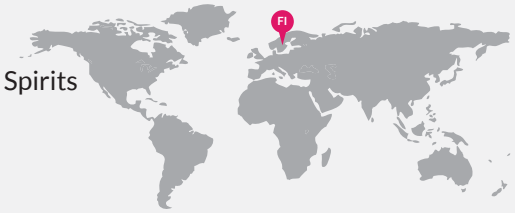
Q eCars-Now!

ecars-now.wikidot.com/



Key Info

Category	Community of Kindred Spirits
Scope	Modern Electric Car
Initiator	Group of individuals
Phases	Ideation -Sales*
Founded	2008
Country	Finland
Focus	Global + Local



Amount of People Involved	1	5
Competition Degree	1	5
Customer Competence	1	5
Dialogue/Interaction Freq.	1	5
Project Duration	1	5
Return for Participants	1	5

Platform Description

eCars-Now! is an open community, started in Finland 2008, devoted to develop high quality electric car conversions available for everyone. Everything happens open source and in co-creation with as many people as like to participate.
*Cars are sold without profit, the prize is only to cover the costs.

Keywords

Electric Car - Open Source - Co-creation

From Platform Perspective

eCar-Now! is not only a platform driven by a common interest. It is a necessity for the initiators because they want results as soon as possible.
Started as a local project, it transformed in a global collaboration project with several “local”-wikis, providing collaboration possibilities to a group of kindred spirits.
As the chosen scope is rather narrow, they made a nice model for a private project.

From Solvers Perspective

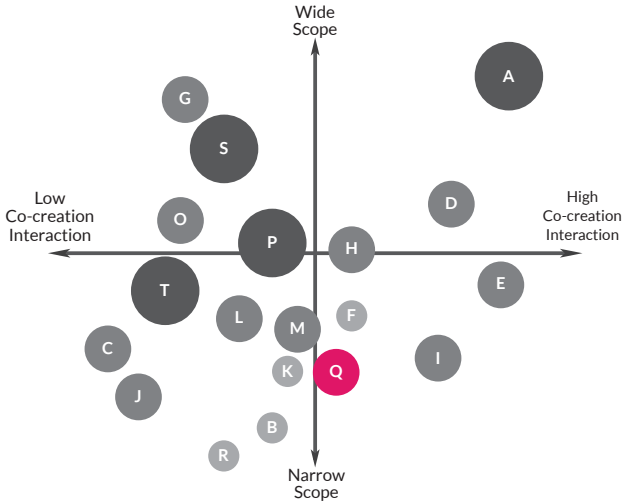
The fact that the platform is in English but all the contributions can be made in local languages, makes it easy to contribute. This enables the formation of offline groups and real-life meetings. It is true, as they say, that local communities are important; not only to meet people face-to-face, but to make logistics easier in the realisation-phase.

From Seekers Perspective

The project-owners are some individuals who wanted to get a modern electric car for a reasonable price and as quickly as possible. They figured out that the easiest way to get it for oneself is to make it available for everyone. After translating their community-website in English; people all over the world are joining the project.

Key Learnings

- Using Local Wiki-structures makes language no barrier and makes it possible to map directly the “globalness” of the project. Also logistics can be handled easier in the future.
- From only Finnish to English to 12 different languages!



Co-creation Map

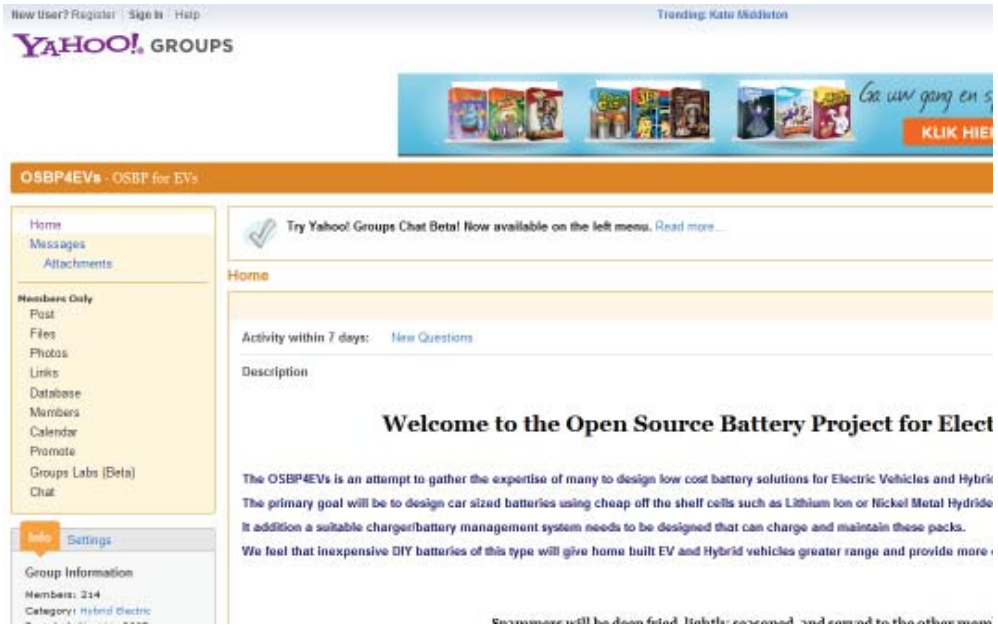
Because of the rather narrow scope (converting car to electrical one), their “people involved” is rather small. Thanks to the local wiki and some other tools, people can contribute worldwide and with each other.

Used Tools

- Questionnaire
- Several local Wikis

R Open Source Battery Project

autos.groups.yahoo.com/group/OSBP4EVs/



Key Info

Category	Community of Kindred Spirits
Scope	Open Source Battery
Initiator	Group of individuals
Phases	Ideation-Realisation
Founded	2007
Country	?
Focus	Global



Amount of People Involved	1	5
Competition Degree	1	5
Customer Competence	1	5
Dialogue/Interaction Freq.	1	5
Project Duration	1	5
Return for Participants	1	5

Platform Description

The OSBP4EVs is an attempt to gather the expertise of many to design low cost battery solutions for Electric Vehicles and Hybrids. In addition a suitable charger/battery management system needs to be designed that can charge and maintain these packs.

Keywords

Batteries - Open Source - Sharing Knowledge

From Platform Perspective

The Platform of the Open Source Battery Project For Electrical Vehicles is a rather closed environment. Only registered community members can view the files and collaborate with other members. The lack of several collaboration tools and the very specific scope; makes this a more non-public project than an open-source platform.
OSBP4EV is a nice example of an online community with co-creation out of common interest and with as low financial input as possible.

From Solvers Perspective

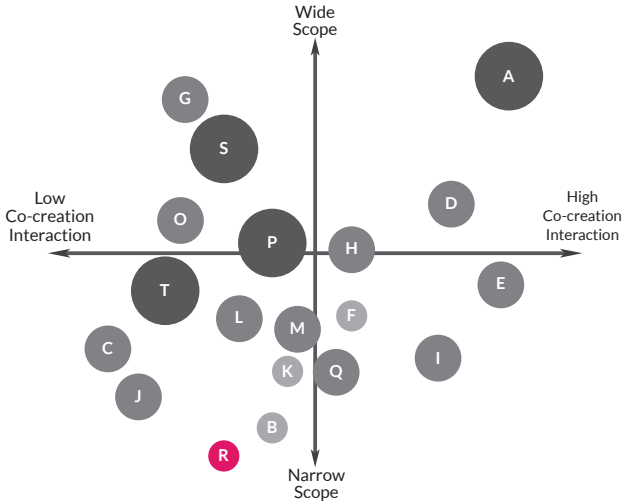
A little bit the same as the car 2.0 ideation platforms, it is a group of kindred spirits that wants to find other “people like me” to work in a global way to a common goal.
As said before, it is not the aim to make money out of the platform. Giving money to new prototypes is more important than having a good website. The contributors found their own way to communicate the best.

From Seekers Perspective

Again the seekers are a group of individuals who like to find as many other people worldwide with whom they can share their ideas. As it is a narrow subject, it is also not possible to handle this individually with a large community. The small community with basic communication techniques is perfect for this project. On the other hand, it would be nice if an open-source co-creation platform would be available for smaller groups to collaborate in a open/closed system. On this moment they have to look for wikis or yahoo-groups.

Key Learnings

- Making a project rather closed in the first place is not good for collecting new members.
- Suggestion: maybe this kind of project would better work in co-creation with broader car 2.0 projects.



Co-creation Map

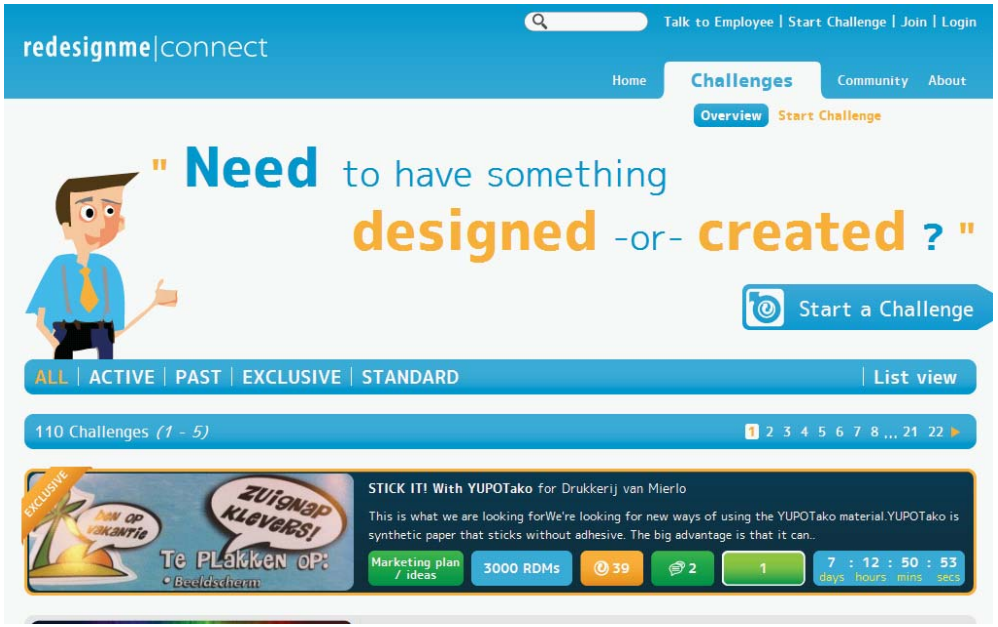
With one of the smallest scopes, also the most small platform of all cases. Still an example that (global) co-creation can exist for really specific problems and/or products...

Used Tools

- Yahoo Group

S Redesignme

connect.redesignme.com



Key Info

Category	Crowd of People
Scope	Design problems
Initiator	Corporate
Phases	Ideation
Founded	2010
Country	The Netherlands
Focus	Global



Amount of People Involved	1	5
Competition Degree	1	5
Customer Competence	1	5
Dialogue/Interaction Freq.	1	5
Project Duration	1	5
Return for Participants	1	5

Platform Description

RedesignMe is a platform where companies can post challenges for innovation and design that can be solved by individuals. People can get rewards if they win.

Keywords

Innovation - Design - Companies - rewards - reward shop

From Platform Perspective

The platform structure of RedesignMe is similar to the OpenIDEO-structure. Only here there is money involved. The criteria for posting challenges are also smaller. Almost any company can post what they want; as long they tell how many money people can earn if they win.
As described in the Innocentive-example, the effect of money is less real collaboration between solvers. At RedesignMe the money is not given to one winning person, but is divided under the top 10 winning ideas (where the best project receives the most money).

From Solvers Perspective

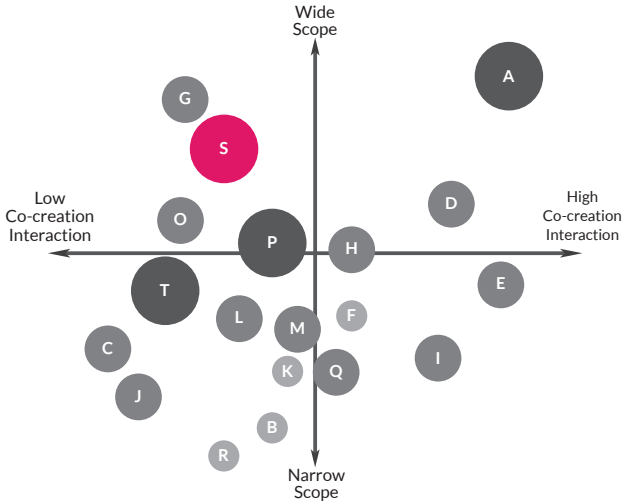
Dividing the money between the 10 best concepts of one challenge, makes it easier to get "return out of your investment". People are not looking for collaboration with other solvers, they are here to "win" the competition, and to prove that they are better than others. The fact that big companies post challenges, it can "open doors" for solvers if they win the challenge. The reason for participation in platforms like this (other examples: Battle of Concepts, FellowForce, Ideastorm, Ideaken, ...) are mainly individualistic.

From Seekers Perspective

Outsourcing creative challenges is easy for big companies. The money they have to give to the winner and the platform is nothing compared for what they get in return. Using platforms like RedesignMe are the perfect way to get new, fresh and innovative ideas in your company.
The only thing to watch out working like this, is the total openness for competitors.

Key Learnings

- Make a clear difference as a platform if there are others that do the same!
- Getting paid makes real, valuable co-creation difficult
- Not everything can be discussed using open-source co-creation techniques. Some subjects are too corporate sensitive.



Co-creation Map

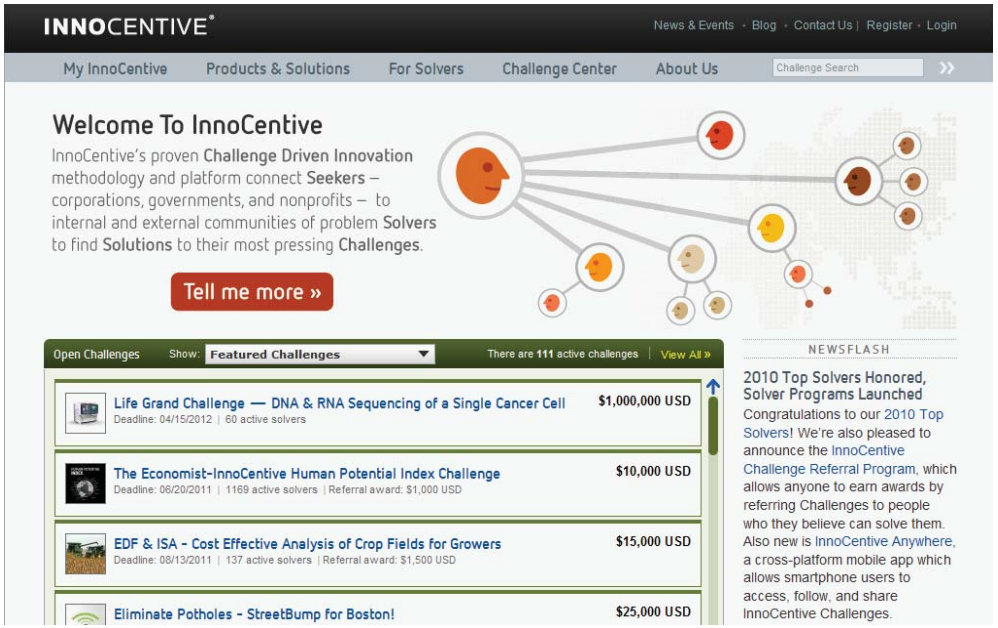
As one of the "Revenue Cases", RedesignMe can generate money as well as content.
Because of the single direction communication and the rather high competition; the co-creation interaction is rather low.

Used Tools

- Social Media
- Like
- Making Comments

T Innocentive

www.innocentive.com



Key Info



Category	Crowd of People
Scope	Scientific Problem Solving
Initiator	Corporate
Phases	Ideation -Realisation
Founded	2009
Country	United States
Focus	Global

Amount of People Involved	1	5
Competition Degree	1	5
Customer Competence	1	5
Dialogue/Interaction Freq.	1	5
Project Duration	1	5
Return for Participants	1	5

Platform Description

Innocentive is a website where (big) companies can post problems which can be solved by individuals. Winning outcomes receive money prices. Most problems posted are scientific problems that are solved by students or other people with science interest.

Keywords

Science Problems - Government - Universities - Companies - Challenges/Reward

From Platform Perspective

The Innocentive platform has a little bit the same structure as OpenIDEO. Only here the challenge is more effective, because people get rewarded in financial goods (if they win). The seekers will join the platform, mostly out of money interest or for the opportunity to work with big companies. Collaboration between peers to come to a better result, is not the focus of Innocentive.
Only little tools are provided to solve the challenges. Because challenges are clear and bounded problems, the user knows what he/she can expect. The fact that only "science" problems are posted, lowers the possible participation degree (but makes it more exclusive)!

From Solvers Perspective

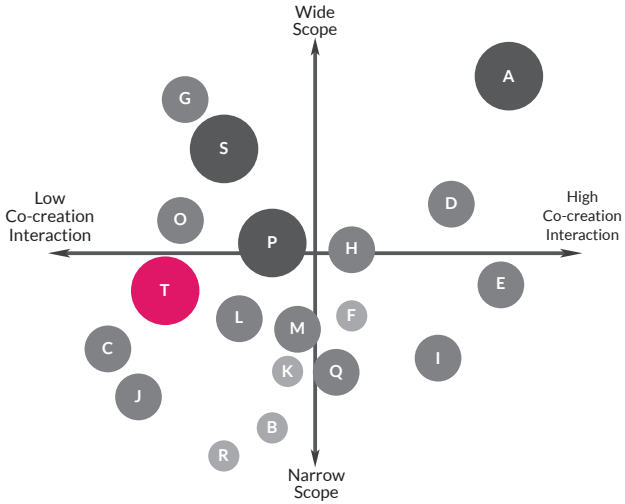
The fact that people get rewarded in dollars if they "win" a challenge, makes it of course a competition. This has another effect on the whole structure. Because other ideas can be "the enemy" (only the best idea wins the reward), people will not contribute with help/comments/advise on already posted ideas. The collaboration is lower because of the money that is involved. There is the possibility to participate as a team in a challenge, but again this reflects in team against team.

From Seekers Perspective

Innocentive itself is a consulting studio that offers, besides the online platform, also other forms of "help". This of course for a cost that companies and/or governments are willing to pay. The online platform with the challenge/post system is only a key to attract many customers to cooperate with. It is a part of their company business structure and not stand-alone!

Key Learnings

- Paying your users with money can be done but this is not always good for real collaboration.
- Focusing on one domain (science problems) makes the platform more exclusive, with more interest for the user to participate.



Co-creation Map

Innocentive is, again, an example of how people can get almost a freelance-payment for a challenge. The specific scope (science problems) in combination with the money (and competition) makes the co-creation interaction rather small.

Used Tools

- Expert Panel

Conclusion
Key learnings

Co-creation?

It is very important **to implement enough tools and communication techniques for co-creation interaction.** Of course this depends on the user focus. An offline co-creation session needs other tools than an online co-creation platform like Quirky. Not all tools are there for collaboration in the first place. Others can attract new members (social media, like-buttons, ...) or filter users by location (local wikis) to collaborate more easily.
The questions you always have to ask yourself is **"who is my user, how can he/she communicate the best; and how do you want him/her to collaborate with others?"** Meet your users' expectations. If things don't work (e.g. cocreation.pt), people don't even take the effort to co-create. They leave as soon as possible and your platform dies!

To screen your users before entering the platform, **different "filters" can be used to keep only the most interested people/ideas.**

Size & Scope

The size and scope of your platform are not always the right parameters for good/valuable co-creation.
Examples like Redesignme (case R) show that a nice platform, with a high revenue and a wide scope, are not always the best examples for real co-creation. The problem is that the traffic goes more in one direction (people post answers to a challenge): no real comments, no reviews of peers, ... only a competition for money. It is a co-creation structure between companies and individuals, not between peers.

Platforms who want to use many users need **to find out how all those people can communicate with each other in a simple and easy to use way**. Define what you can and can't do. Choose your scope!

Local vs Global

Although almost every screened platform is available in English; some cases use other platform languages to enlarge their community. Many "communities of kindred spirits" (harKopen, eCars Now!, ..) host a global platform, but give the possibility to set up your own local wiki.
Working in your own language gives people more freedom to think about ideas and to work them out. Remember: what you can't communicate on the platform doesn't exist!

Competitions

When designing a good co-creation platform, **the engagement of the user and the commitment to the platform and/or project must be mapped out**. Good tools like gamification mechanics are already simple examples to make sure people come back after making a comment or sharing an idea.

There are clearly two kind of platforms. Those with and without competition. **Competition can lead to greater results, but has several other negative aspects**. Combined with status and money, it can evoke envy which is of course not good for collaboration. It is because of this reason, rewarding people with money results typically in less effective real co- creation. You can buy user-feedback. But for real cooperation between users you have to find other rewards (fun, status, ...). Quirky is an example though where monetary reward and co- creation go well together.

Business Models

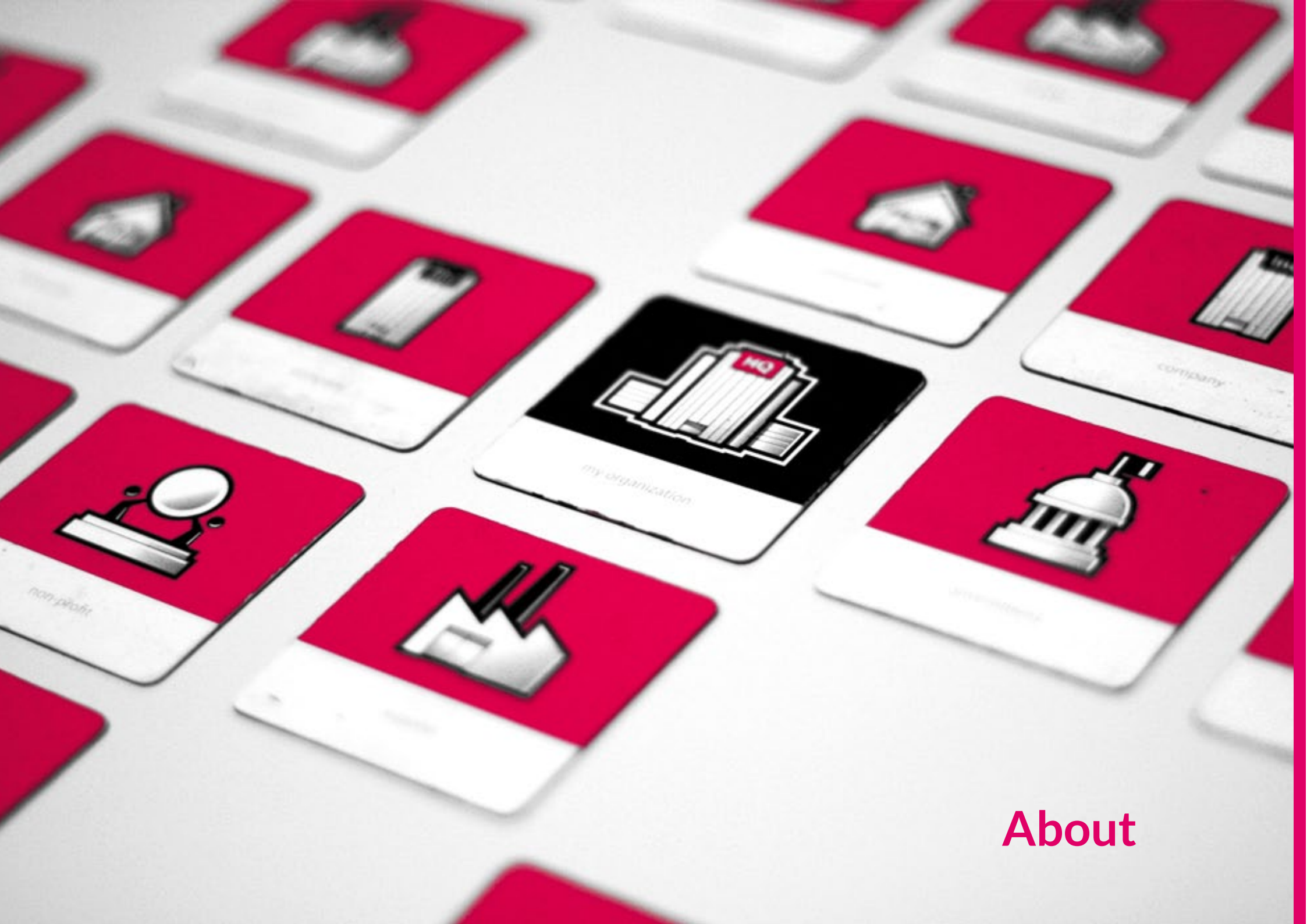
There are not that many platforms making a lot of profit from "being online". Examples as Quirky & Local Motors (they take a commission on products sold) are at this mo-ment rare, because people outside a community are mostly not worth willing to pay extra for something they didn't contribute to.

It's another story when co-creation platforms work together with (big) companies (Innocen- tive, Redesignme, ...). In those cases money is available. Platforms which use the collaboration between user and company as part of their business model, can easier collect money to stay alive.

Examples as RedesignMe are perfect cases to show that **the power of many works**: Companies pay a little fee to the platform to post their challenge, in return they get many ideas from different perspectives and on top of the fee they pay for a winning concept. Easy no? Yes! As long you have enough contributions to pay your bills at the end of the month of course.

Most eMobility platforms are at this moment knowledge sharing points (coalition of parties) or communities of kindred spirits who are working on one project. Money-making models are rare in both cases. Projects get either their money through funds from the government, other parties, ... or projects are sponsored by other companies or are even part of a company-strategy.

As long as users don't have to pay for contributing, and their value of return is high enough, people will contribute if they find the way to your platform.



About

Board of Innovation

Board of Innovation is an international office specialized in business model innovation. We inspire companies in developing new markets, products, services and business models. Or in short: better ways to make money. Structured innovation projects; including strategy development, trend research, technology scans, service design... that's what we do! We've had the pleasure to work with organizations like eBay, Cisco, P&G, Carglass, European Commission, Volkswagen, and many others.
Ready for an awesome innovation project? Let's chat.
www.boardofinnovation.com

mission motion

mission-e-motion was founded in 2009 to bring companies, institutions & individuals together in order to come up with fresh ideas and work on new solutions that would help electric mobility come to life. An interdisciplinary network. Mission-e-motion seeks to combine two of today's most fascinating topics "electric mobility" & "crowdsourced knowledge".
Want to join? Get in touch!
www.misemo.com

Can we work together?

Let’s Connect

manu@boardofinnovation.com