

More sustainable, resilient, and competitive food systems through the development of intermediate food value chains



PRACTICE ABSTRACT No: 9

What is Co-Creation and why should it be used?

Often, innovations are developed in projects but they are ultimately not implemented because i) they do not entirely meet the needs of the target group or ii) trade-offs must occur in the interplay with others or ii) there is resistance to an innovation because it has unintended effects on third parties. One way to avoid this loss of valuable innovations is to actively involve all relevant stakeholders in the development process at a very early stage. This is called a multi-actor co-creation process since stakeholders and experts are involved in addition to researchers. In a co-creation process, stakeholders actively contribute their needs, wishes, ideas, experiences, positions, knowledge and fears.

The benefits of a co-creation process for all involved parties are therefore:

- Generating a larger pool of new ideas for the design of innovations through the experiences, knowledge and (fresh and unexpected) thoughts of all participants
- Collecting new perspectives and viewpoints and cross-fertilizing each other
- Combining ideas from different perspectives
- Creating transparency in the innovation process
- Removing barriers between participants by gaining a better understanding of each other's positions and interests
- Creating innovations better adapted to needs, concerns and desires of the target groups
- Making the involved stakeholders part of the innovation process, resulting in greater ownership of the innovation
- Achieving a higher probability of market success of an innovation

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End Users

Consumers, Farmers & Cooperatives, Industry & Retail, Policy makers, Technology providers, others

Country

Worldwide



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ABOUT FAIRCHAIN

The FAIRCHAIN project launched in 2020 and coordinated by INRAE, is developing intermediate food value chains in the fruits and vegetable and dairy sectors. Through technological, organizational and social innovations and by developing business models FAIRCHAIN will enable small and mid-size stakeholders to scale up to supply fresh, sustainable and high-quality food products to consumers at a regional level.

FAIRCHAIN PARTNERS



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Was ein Co-Kreationsprozess und was ist der Nutzen davon?

Oft werden in Projekten Innovationen entwickelt, die letztlich doch nicht in die Anwendung überführt werden, weil sie am Bedarf der Zielgruppe vorbeigehen. Oder es gibt Widerstand gegen eine Innovation, weil sie unbeabsichtigte Wirkungen auf Dritte hat. Ein Weg, dies zu vermeiden, ist die sehr frühzeitige aktive Einbindung aller relevanten Stakeholder in den Entwicklungsprozess. Dies wird als Multiakteursprozess bezeichnet, weil neben Forschenden auch Stakeholder:innen und Expert:innen eingebunden sind. In einem Co-Kreationsprozess bringen Stakeholder ihre Bedarfe, Wünsche, Ideen, Erfahrungen, Positionen, Wissen und Befürchtungen aktiv mit ein.

Der Vorteile eines Co-Kreationsprozesses für alle Beteiligten sind daher:

- Generierung eines größeren Ideenpools für die Gestaltung von Innovationen durch die Erfahrungen, das Wissen und die (frischen und unerwarteten) Ideen aller Beteiligten
- Sammeln neuer Sichtweisen und Standpunkte und voneinander Lernen
- Kombinationsmöglichkeit von Ideen aus unterschiedlichen Richtungen
- Schaffung von Transparenz und Teilhabe im Innovationsprozess
- Beseitigung von Barrieren zwischen den Teilnehmenden durch ein besseres Verständnis der gegenseitigen Positionen und Interessen
- Hervorbringen von Innovationen, die besser an die Bedarfe, Befürchtungen und Wünsche der Zielgruppen angepasst sind
- Einbindung der Beteiligten in den Entstehungsprozess, was zu einer größeren Eigenverantwortung der Beteiligten an der Innovation führt
- Erzielung einer höheren Wahrscheinlichkeit des Markterfolgs einer Innovation

