

Strategic canvas

THE GOAL OF YOUR CO-CREATION PROCESS

What is the problem you are trying to solve? What do you want to achieve? Can the problem be solved in a co-creation process?

KEY STAKEHOLDERS

Map the stakeholders you want to invite to participate in your co-creation process. Who are the key stakeholders of your innovation eco-system? Who will use or benefit from the process? Who needs to be kept informed? Who can influence the further development of your goals?

KEY ETHICAL, LEGAL AND SOCIAL ISSUES

What are the key issues/impacts of your co-creation process?
What issues do you want to address with stakeholders in the co-creation process?

CRITICAL SUCCESS FACTORS

What will it take to make this co-creation process a success? What will make the stakeholders happy?

RESULTS

Define what you want to get out of the event (a direct effect, or wider benefit and long term impact?)

MILESTONES

What will this co-creation process produce? What are the main components to be created? What are the due dates for accomplishments of crucial decisions? Consider physical outputs as well as intangible ones

RISKS AND CONTINGENCIES

Who is likely to support the co-creation process? Who is likely to inhibit the co-creation process?
Are there any limitations or constraints? How to get around them?