

Symnetics



EXPERIENCE
CO-CREATION
PARTNERSHIP

23.11.2011

Cocriação e inovação colaborativa

Open Innovation Seminar 2011

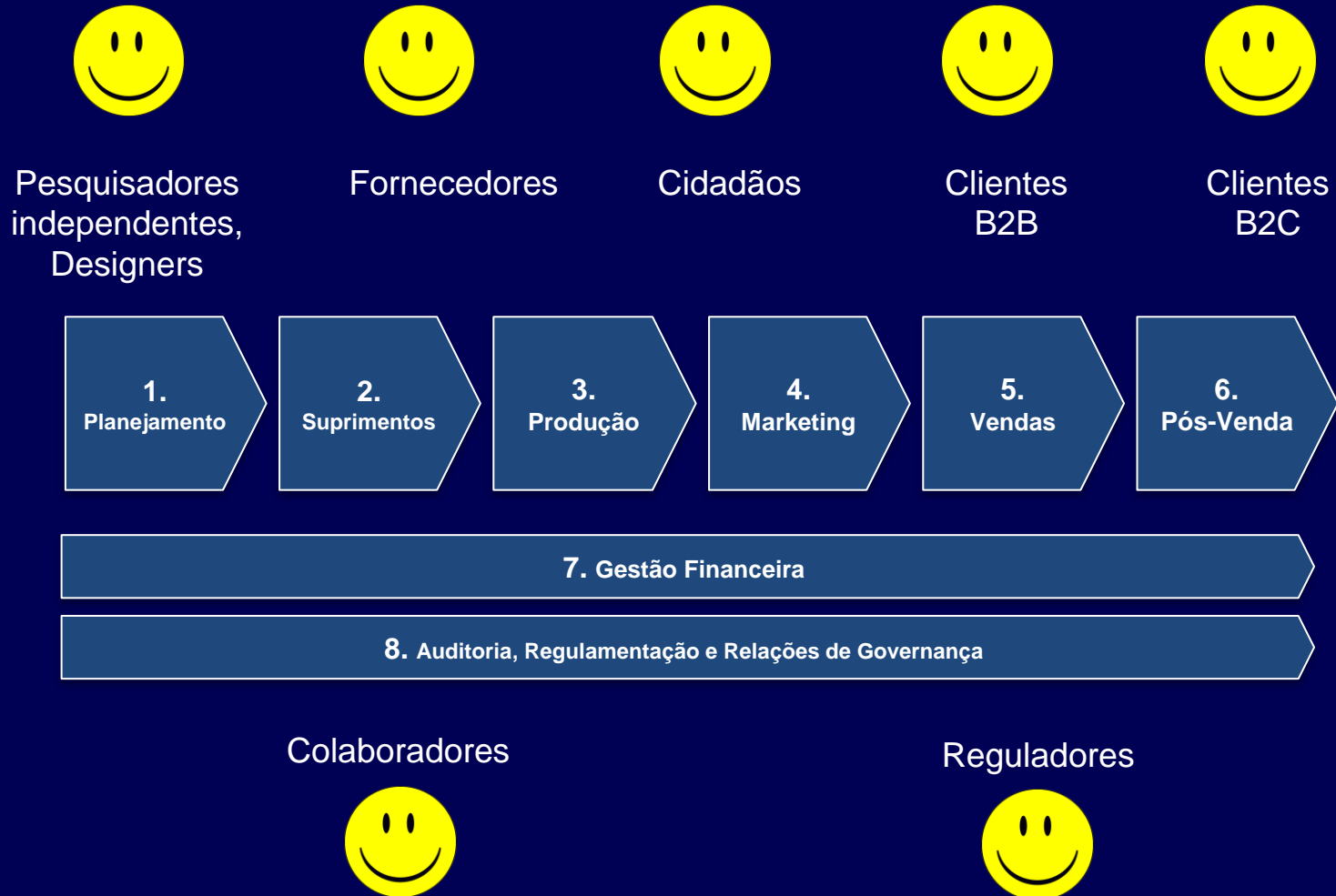
André Coutinho

acoutinho@symnetics.com.br

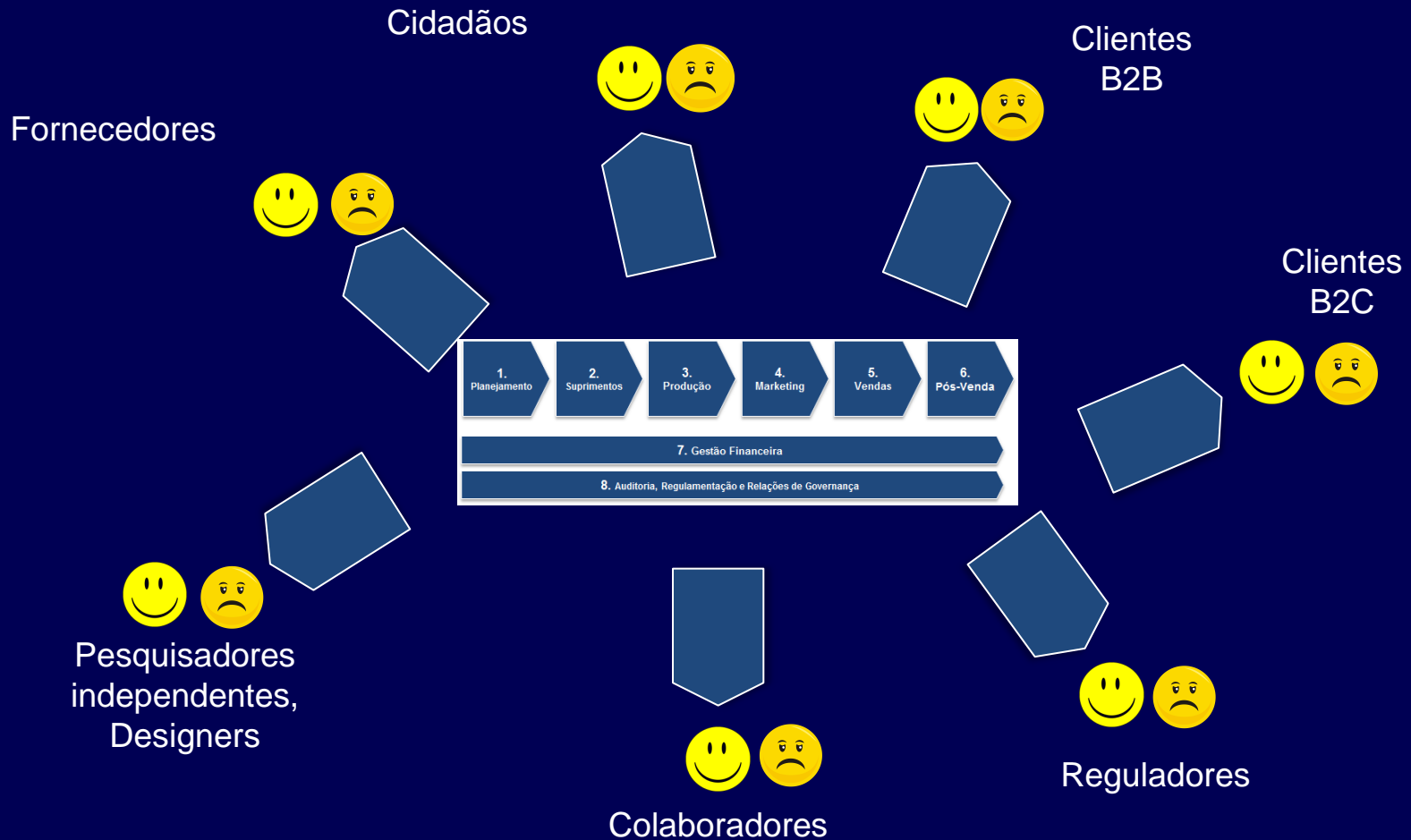
Onde se cria valor?



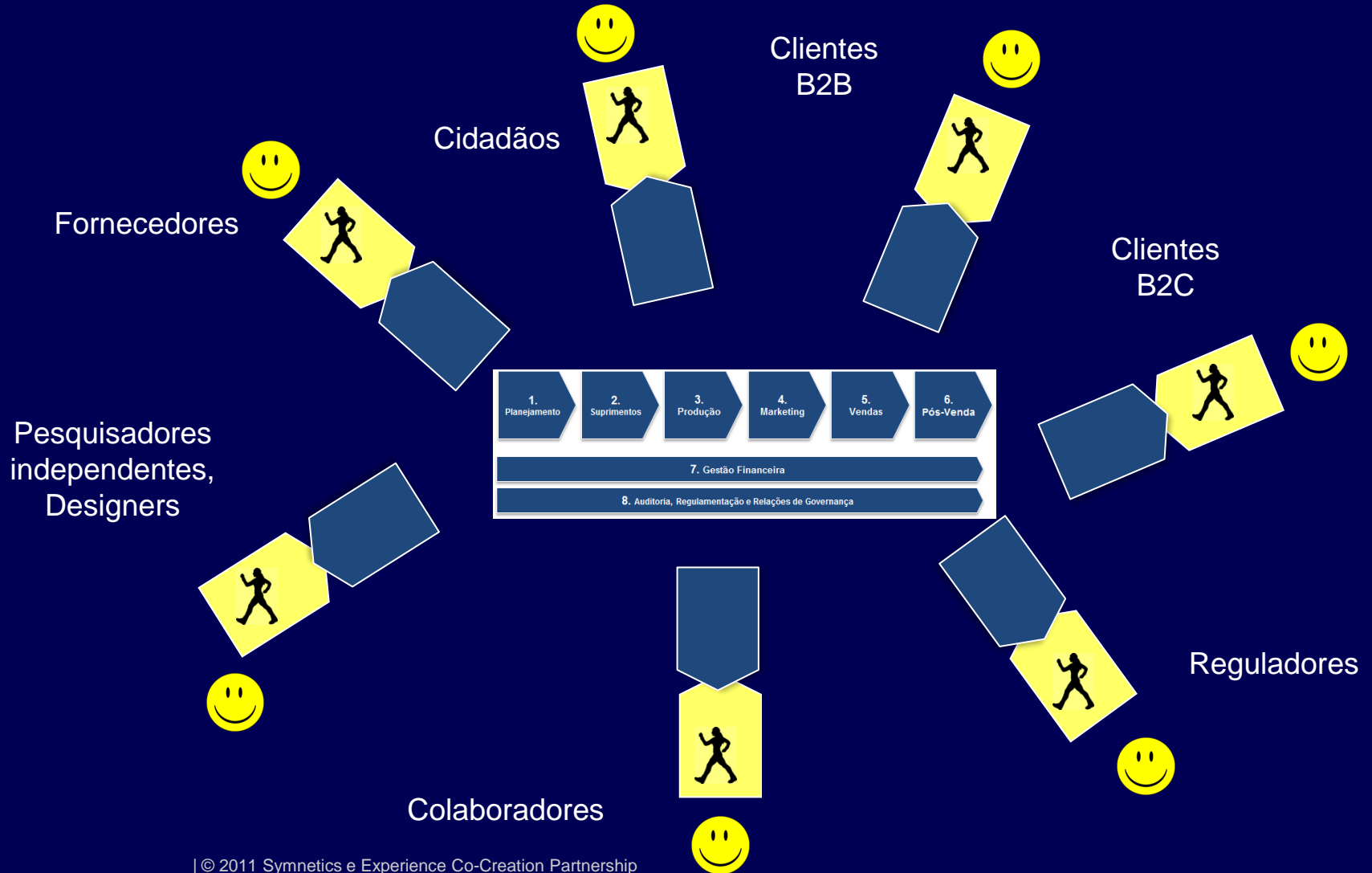
O valor é criado pelas experiências humanas



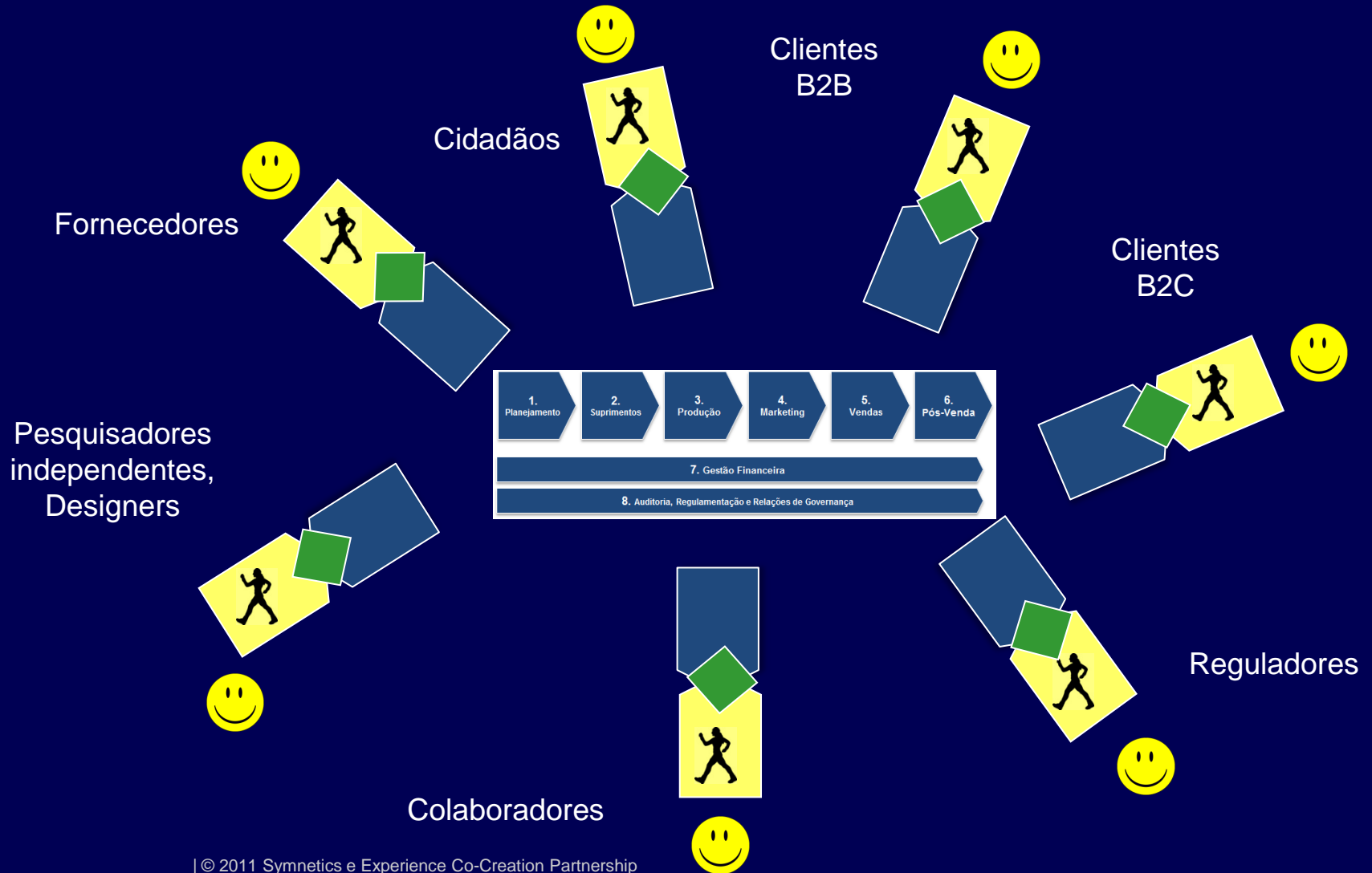
De forma equivocada, acreditamos que conseguimos gerenciar as experiências via processos



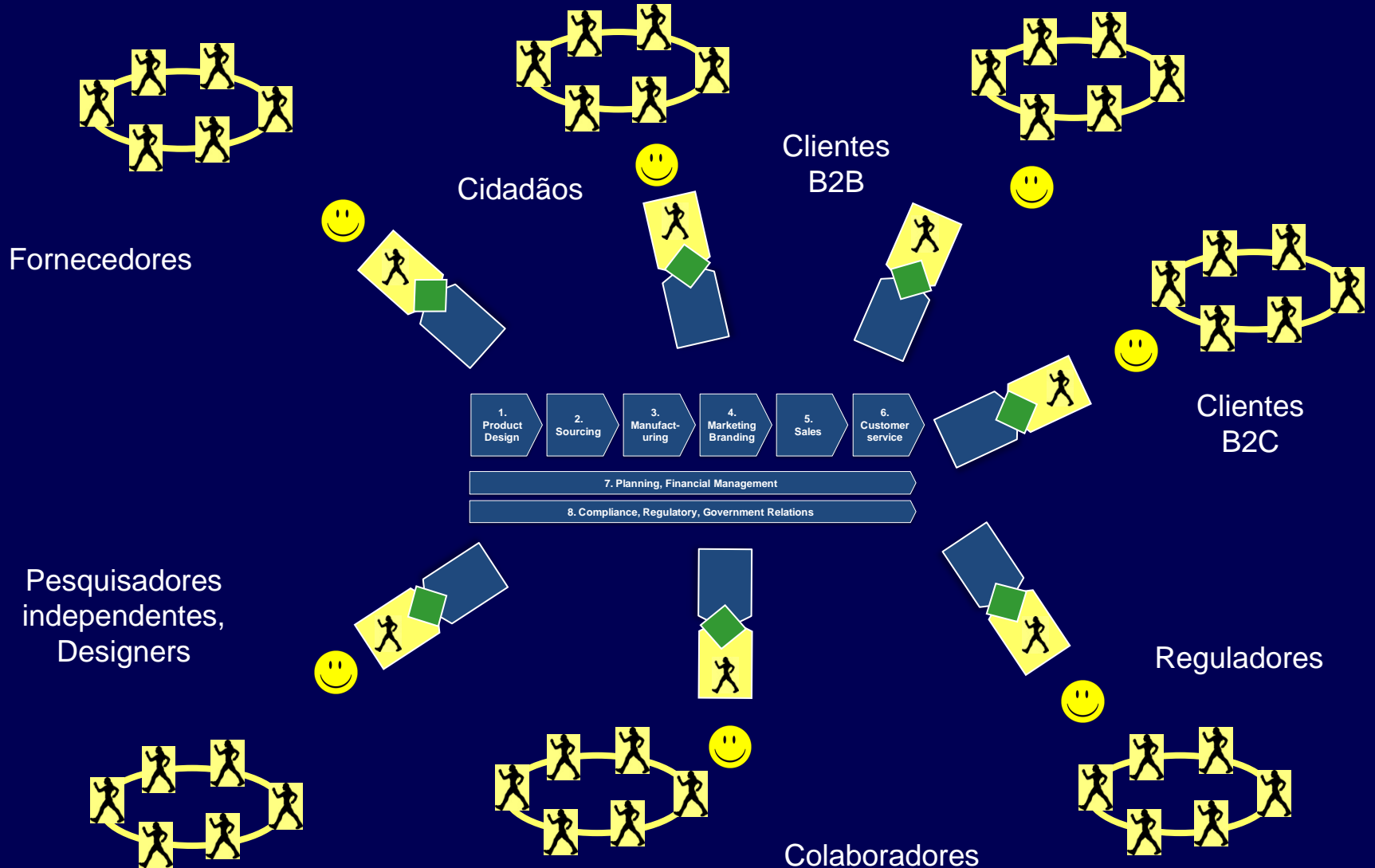
Mas os stakeholders demandam experiências significativas que sejam provenientes da interação e não de processos de mão única



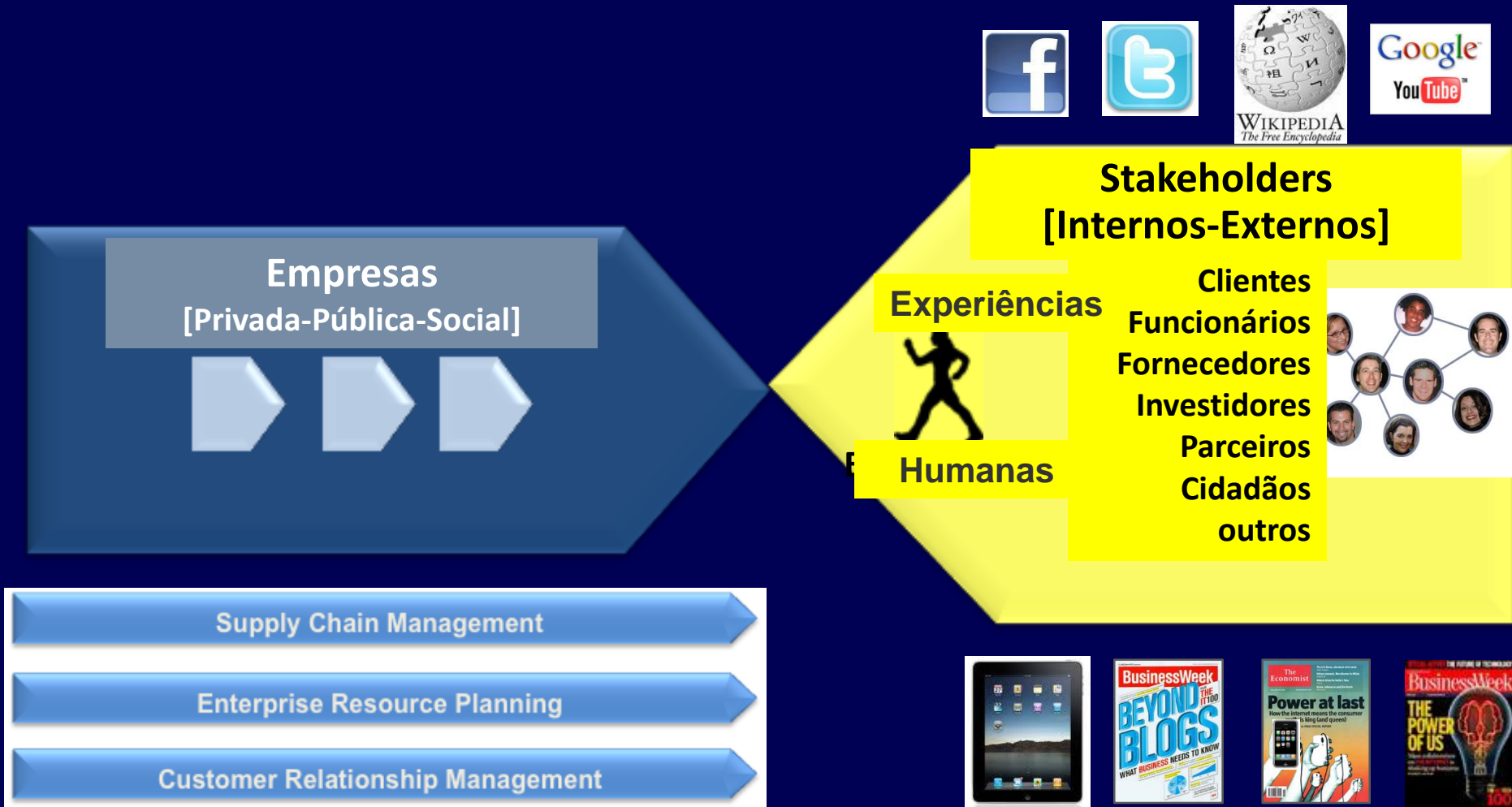
Plataformas de engajamento possibilitam as empresas e os stakeholders a se relacionarem em interações de valor



Plataformas de engajamento ajudam às empresas a construir e expandir as redes de experiência



Engajamento de stakeholders para criação de valor



Os princípios da cocriação



Google

co-creation

About 75,800,000 results (0.13 seconds)



A cocriação de valor requer **Plataformas de Engajamento** baseadas na experiências humanas dos públicos.

Tipos de plataformas de engajamento





My Starbucks Idea

[GOT AN IDEA?](#) [VIEW IDEAS](#) [IDEAS IN ACTION](#)

Hi there, [Sign In](#) to make a comment.

Share Follow us on [twitter](#)

Ideas so far

Search Ideas

PRODUCT IDEAS

- 25,167 [Coffee & Espresso Drinks](#)
- 1,705 [Frappuccino® Beverages](#)
- 7,726 [Tea & Other Drinks](#)
- 11,637 [Food](#)
- 5,817 [Merchandise & Music](#)
- 7,916 [Starbucks Card](#)
- 822 [New Technology](#)
- 8,105 [Other Product Ideas](#)

EXPERIENCE IDEAS

- 6,294 [Ordering, Payment, & Pick-Up](#)
- 11,026 [Atmosphere & Locations](#)
- 8,840 [Other Experience Ideas](#)

INVOLVEMENT IDEAS

- 3,592 [Building Community](#)
- 7,155 [Social Responsibility](#)
- 4,702 [Other Involvement Ideas](#)
- 812 [Outside USA](#)



Most Recent Ideas

- 2 Hour(s) Ago [alternative to dairy & soy milk - almond milk please](#)
- 5 Hour(s) Ago [Promote cup and lid re-use](#)
- 5 Hour(s) Ago [Please sell BPA free, Venti tumblers and mugs](#)
- 5 Hour(s) Ago [most other coffee shops have almond milk. I am allergic to dairy and s...](#)
- 6 Hour(s) Ago [Banana nut frap/snickerdoodle frap as well](#)
- 6 Hour(s) Ago [maple pecan macchiato](#)
- 7 Hour(s) Ago [auto-fill reqests and questions](#)
- 7 Hour(s) Ago [No more Incandescent Bulbs--so lets Dip some in White Paint and Have t...](#)
- 8 Hour(s) Ago [an idea to eliminate the coffee sleeve and save tens of thousands of d...](#)

Question of the Day

Which Bistro Box do you like the most?

more info

- Cheese & Fruit
- Chicken & Hummus
- Protein
- Tuna Salad

Submit

Leaderboard

Check out the top ten point scorers for last month.

1.	cupajoe4evamoe	352	305	1316
2.	DadCooks	6	103	1501
3.	mick888888	0	0	1492
4.	stainles	0	57	1418
5.	chaposyg	0	27	1427
6.	Charliebouse	14	13	1422
7.	CoffeePam	0	0	1435
8.	amandanor	11	93	1157
9.	Melody	127	145	810
10.	db1105	105	0	0

Ideas submitted

Comments submitted

Votes submitted

[What's This?](#)

Featured Starbucks Idea Partners

These are our Starbucks Idea Partners. They'll be online to listen to your ideas, ask questions, tell you what we're doing behind the scenes and make sure things run smoothly.



sbx_cindy Cindy works with the Mobile & Emerging Platforms team to come up with new innovative ways to reach customers. She explores ways to enhance customer experiences such as the Starbucks app for iPhone and reach customers through in-store digital signage. **Favorite Drink:** Java Chip Frappuccino w/ extra Mocha drizzle and 2% milk to save room for a Chocolate Chunk Cookie!



sbx_mdoro Megan works with food scientists on the Research & Development team designing and developing our food and beverages at Starbucks. She also works with bakeries to bake up tasty treats and supports consumer testing to get feedback on our products. **Favorite Food:** Petite Vanilla Bean Scone to go with her usual non-fat, no whip, light foam Mocha

Ideas in Action

All the ideas below came from you, our customers. Click on each one to find out more.

To NORWAY

More Vegetarian Food Choices

Smaller Portions

Merge the Starbucks and Card apps for iPhone

Treat Receipt 2011?

PLEASE bring the Starbucks gold card to Canada!

I want a Starbucks Hoodie!

Bring the Pin Feature to new App

Alternatives to dairy and soy

Sugar Free Chai Tea Latte

Please Bring Back Berry blossom White Tea

Electronic Rewards

Starbucks Mini Gold Card

BRING BACK VALENCIA!!!!!!

K-Cups Please

Platinum Status

Stars per DRINK, not per transaction!

Under Review

Reviewed

In the Works

Launched



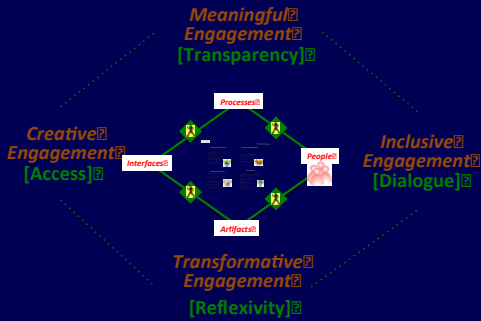
Decision Making and Enterprise Management through the Co-Creation Paradigm



Ecosystem Integration and Governance through the Co-Creation Paradigm



The Co-Creation Paradigm



Ideating and Insighting through the Co-Creation Paradigm



Produtos e Serviços



Nike+ is an engagement platform which engages runners (and other stakeholders) through multiple environments that generate a variety of outcomes of value to participating individuals, through their running experiences

Run Tracking



Mapping and Sharing Runs



Challenge Others



Listening to Music & Publishing Playlists for Running



Running Resolutions



Nike Running Clubs and Nike-Sponsored Events



Training with a Running Coach, Interacting with a Running Star



Running blog and discussion boards



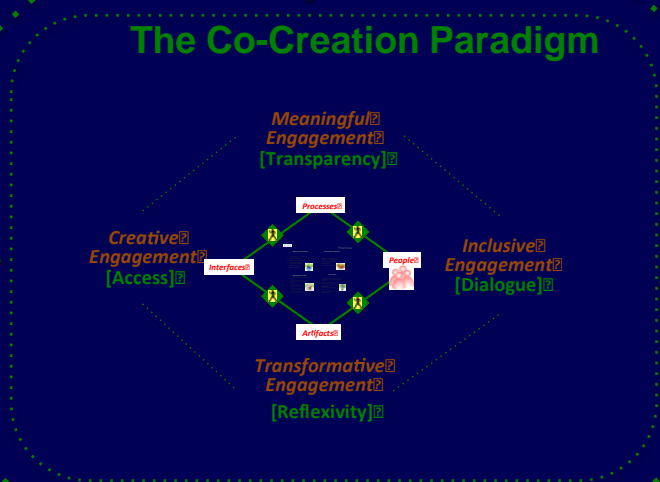




Decision Making and Enterprise Management through the Co-Creation Paradigm



Integração do Ecosistema



Ideating and Insighting through the Co-Creation Paradigm

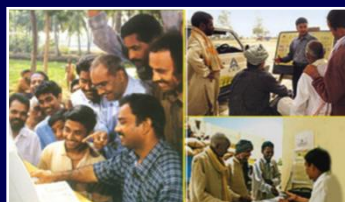


Product-Service Offerings through the Co-Creation Paradigm



In India, ITC e-Choupal Built an Entire Ecosystem by Co-Creating with Its Suppliers

ITC e-Choupal Stairway to Heaven



Better information on global crop prices and weather

1. Build kiosks in villages with a sanchalak, providing coaching with help of computer (choupal)



**Better prices
Fairer transactions**

2. Provide grain market in neighboring towns ("hub facilities"), competing with "mandi"



Affordable inputs for farming

3. Develop distribution centers providing agricultural inputs (Choupal Saagar)



Affordable goods and services tailored to the farmer

4. Expand retail space to provide all kinds of goods and services to the farmer, including insurance and health care

Farmer Experience

ITC e-Choupal Platform



Educação de membros da comunidade que trabalham com desenvolvimento matérias-primas naturais – foco na sustentabilidade.



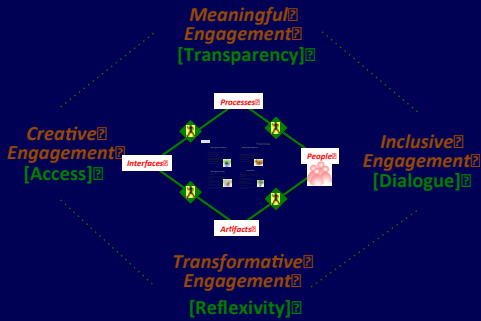
Gestão e processo decisório



Ecosystem Integration and Governance through the Co-Creation Paradigm



The Co-Creation Paradigm



Ideating and Insighting through the Co-Creation Paradigm



Product-Service Offerings through the Co-Creation Paradigm



Co-Creating Social Innovation: Caja Navarra

can  PIONEERS IN CIVIC BANKING

Introduce palabra/s

buscar

YOUR RIGHTS

NUESTROS DEBERES

QUÉ NECESITAS

PARTICIPATE

CONECTA EN DIRECTO

CONÓCENOS

Acceso a Clavenet

Broker Online



JOIN CIVIC BANKING

- 01 YOUR RIGHTS
- 02 OUR DUTIES
- 03 WE CARE ABOUT YOU
- 04 PARTICIPATE IN THE COMMUNITY
- 05 CONTACT ON-LINE

Entra en la
Comunidad de
Banca Cívica 

ENTRA AQUÍ

ÚLTIMOS POST PUBLICADOS

CAN Edad de Oro, actividades para personas mayores

Fiesta de Hermandad del Valle del Aragón [\(sigue\)](#)

13 Junio 2008 – 15:13

Activos CAN, actividades de los clubes de jubilados de Caja Navarra

Viaje a la Laguna Negra (Soria) [\(sigue\)](#)

13 Junio 2008 – 14:02

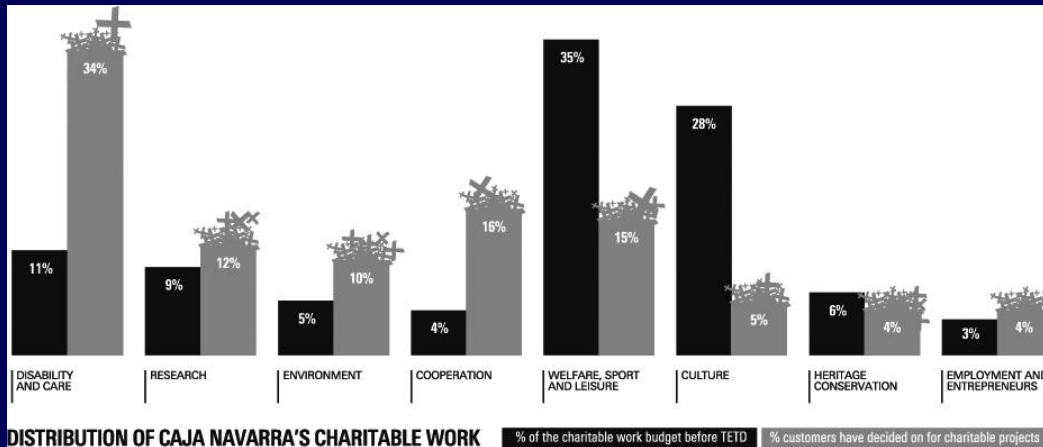
¿NO ENCUENTRAS
LO QUE BUSCAS?
¡PREGÚNTANOS!

PARTICIPA EN LA BANCA CÍVICA ... AHORA SOMOS

2,655 projects presented» 537,300 customers who have chosen» 111 accounts explained» 5,907 people attending» 9,207 voluntary work offers» 2,307 volunteers» 20,773 hours of participation in projects» 3,785 activities in Canchas » 10,987 customers taking part in Cancha

Co-Creating Social Innovation: Caja Navarra

Customers choose to use the money they generate in CAN for **needs and people rather than activities and things**



YOU CHOOSE: YOU DECIDE



Choose a social project now

At Caja Navarra, you have the right to decide what social project work we fund. And that is not all; when you choose the projects you wish to fund, you have the right to know how much you contribute and how the project is going.

WHERE YOUR SAVINGS GO



Transparent investment

We are the only financial entity which tells its customers where the profits we make from their savings go. Don't finance investments you don't approve of.

Canchas are described as “branches for social commitment”

**This is an expression
of Civic Banking**

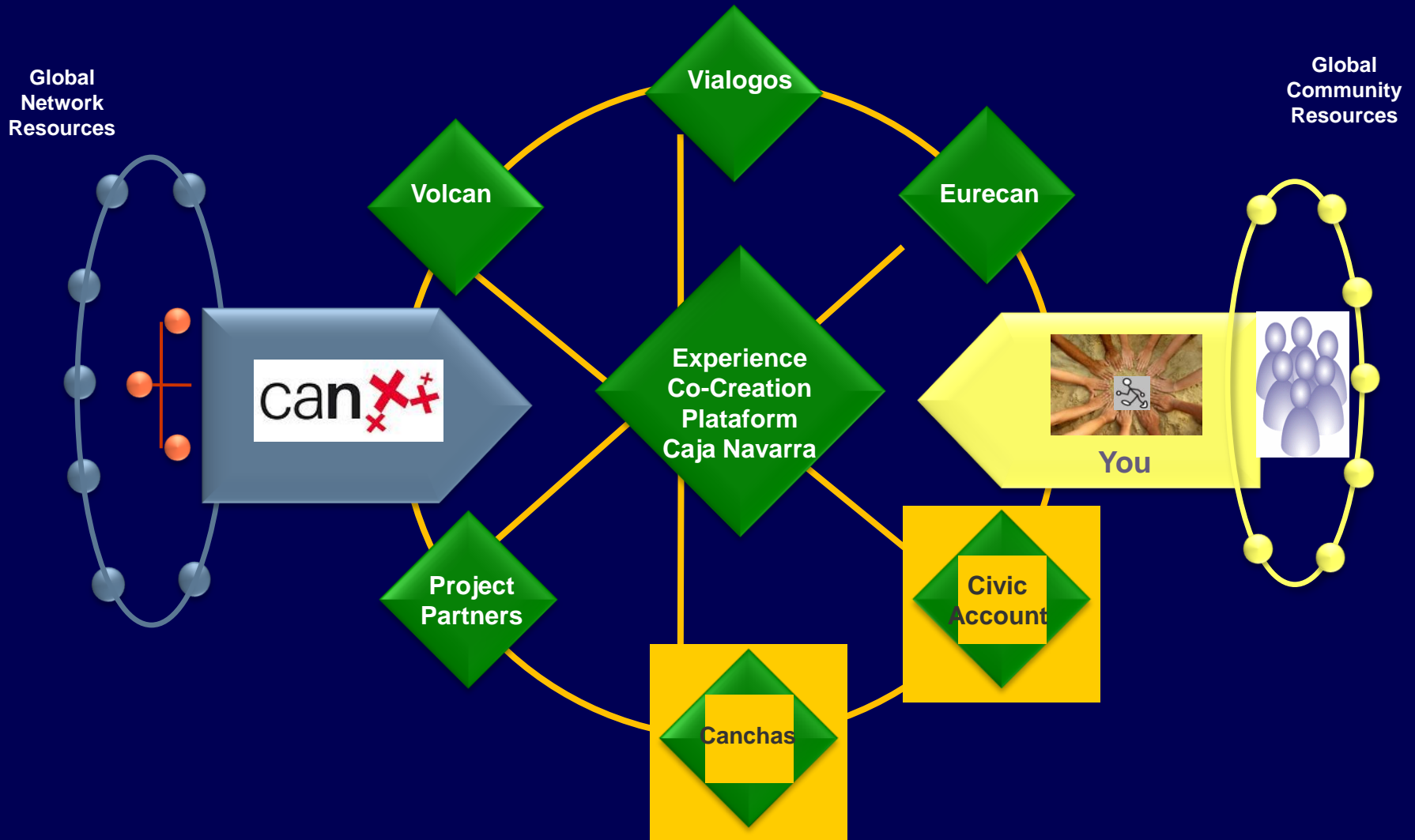
Cancha OP Pamplona

From January 2007:

- Over 65,000 people have visited
- Over 20,000 have chosen their charitable & benevolent projects



Strategic Architecture of CAN's Engagement Platforms



OASIS – an online suggestion platform – was launched in 2006 by Seoul Mayor Oh Se-hoon

7 서울특별시
천만상상
OASIS

나의 상상나무 | 상상제안 | 상상토론 | 상상실현 | WOW서울

Apply security access | Secure access revocation | LOGIN | 로그인 | 회원가입 | 아이디 찾기 | 비밀번호 찾기

01 상상제안

맑고 매력있는 세계도시 서울 건설을 위한 아이디어를 자유롭게 제안해 보세요

- 자유롭게 아이디어 자유상상 > 제안하기
- 지정된 주제로 테마상상 > 제안하기
- 제안된 아이디어 제안목록보기 > 둘러보기

⚠ 제안하기 전에 꼭!
나와같은 생각을 누가 먼저?
유사검색

02 상상토론

토론방으로 남겨진 안전에 대하여 찬반토론 해주세요

- 자유토론 토론방에 대하여 자유롭게 찬반의견 나누기 > 토론하기
- 테마토론 지정된 주제에 찬반의견 나누기 > 토론하기

03 상상실현

서울시 정책으로 최종 선정된 실현제안입니다

- 제 17회 천만상상 실현회의 동영상보기
- 실현진행상황

지금 Green Time!

제안자: 경희대 식품영양학과 공수진 박희진 신선희 (08. 4. 8 제안)

식품안전 교육을 어린이 특성이 고려된 흥미와 관심을 유도할 수 있는 실험과 체험 프로그램으로 구성

오아시스 소식

MORE >

- (September 16) ★ 5th visit to the University of ...
- (September 9) ♡ ♡ mileage standards ★ 17th meeting cheonsangoh realize ...
- (August 26) Uijins 21st street myeongchingsong

지금 서울시는?
제안서 참고하세요
하이서울 뉴스 보도자료
생활정보 행정정보

창의시경

오아시스 길라잡이

fun 상상 이야기

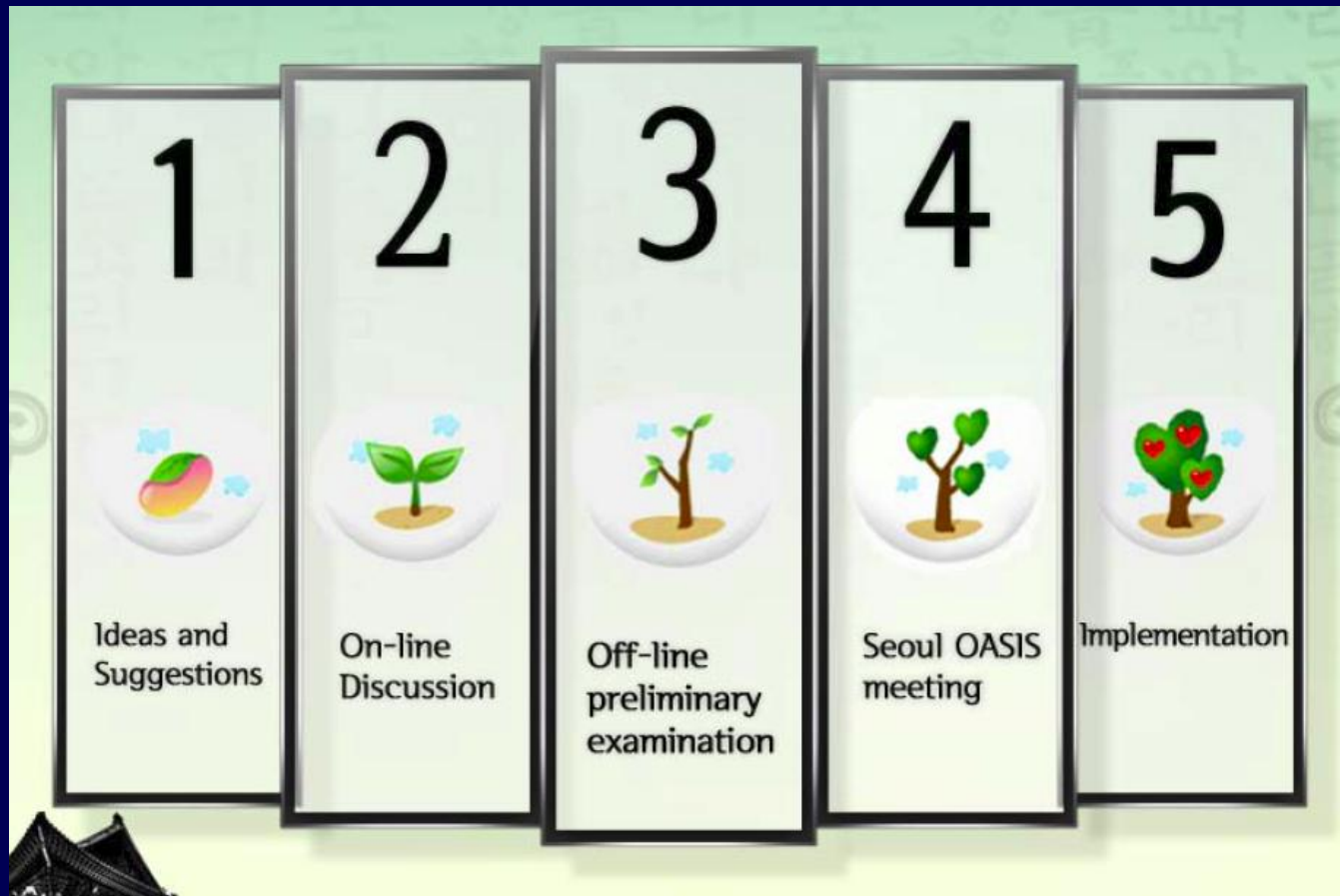
상상누리단

Q&A | 문의메일 | 개인정보보호정책 | 사이트 이용약관 | 사이트맵 | 이메일무단수집거부 | Hi Seoul SOUL OF ASIA 서울시 홈페이지

문의전화 : 서울시청 창의담당관실 02-2171-2108

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The platform was designed to enhance creativity and imagination in administration – together with citizens.



Citizen engagement begins online with presentation, discussion, and feasibility examination

OASIS Results

The number of visitors

4,250,000 citizens
(October 2006 ~ May 2009)

3,780 people per day

The number of ideas

33,737 ideas (October 2006 ~ May 2009)

Idea screening steps

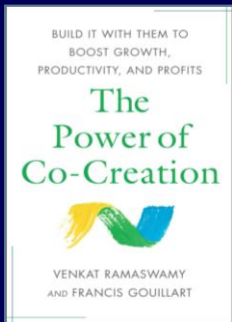
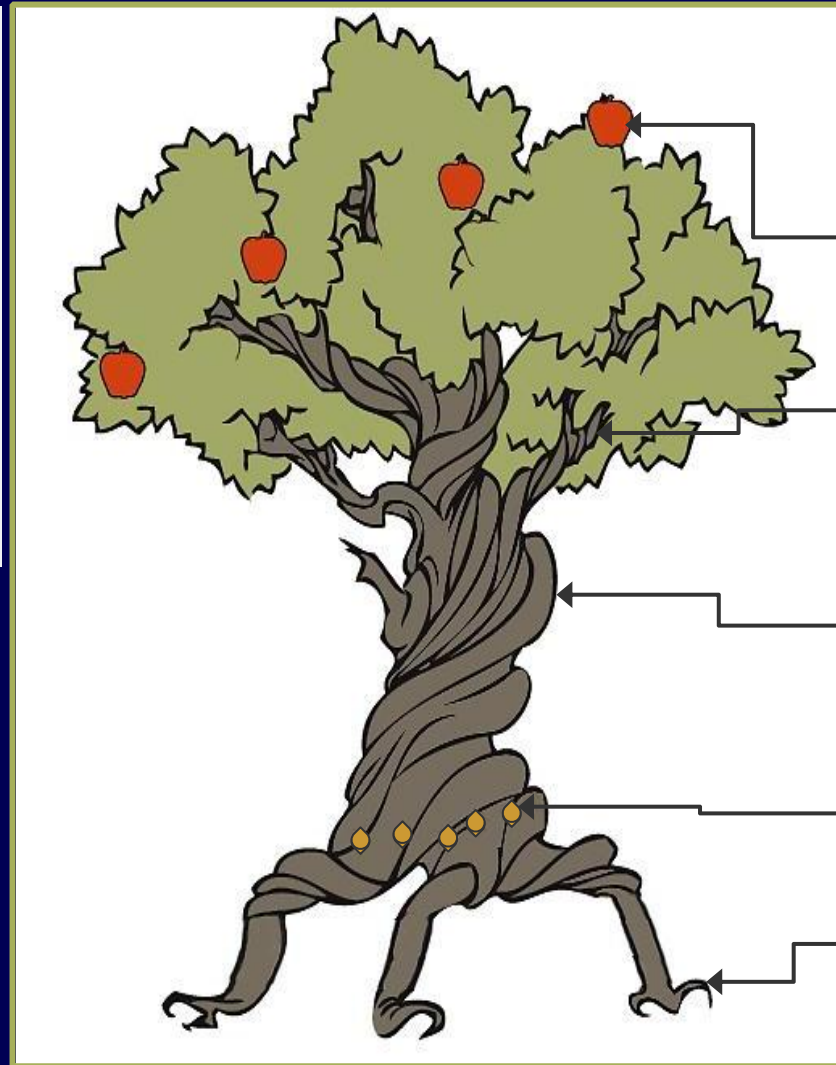
Monthly **1,050** ideas → **120** ideas →
40 ideas → **6** ideas



As of May 2009, over 75 ideas have been adopted through the OASIS program, with over 55 completed and implemented

Como definimos uma empresa Cocriativa

Empresa Co-Criativa:
Facilita o desenvolvimento de **redes** de indivíduos, stakeholders e empresas para criar **valor** em conjunto, através do desenho de **plataformas de engajamento** para gerar interações e experiências de valor

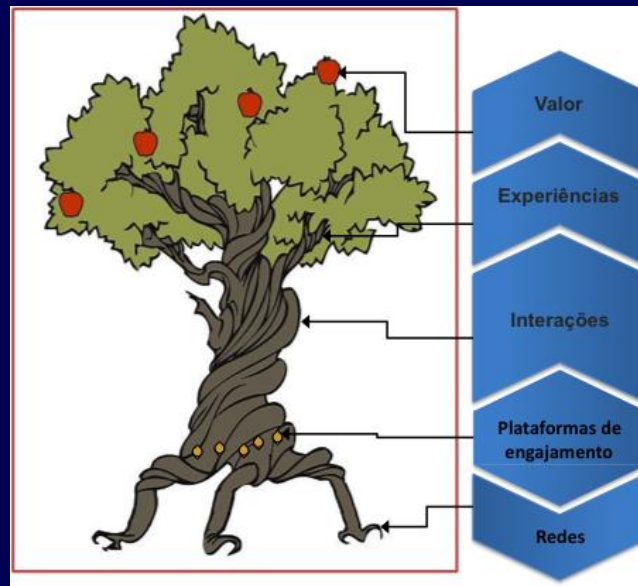


O processo de cocriação trabalha nos 2 sentidos – cima para baixo e baixo para cima

CIMA PARA BAIXO

Criar uma estrutura de exploração preliminar

Quais stakeholders devemos engajar?
Em que tipo de interação?
Quais são as áreas de maior potencial?



Como tornar a interação mais cocriativa?

Desenhar as plataformas de engajamento

BAIXO PARA CIMA

Escalera al cielo de Co-Creación
Mapa Estratégico Co-Creación

Symnetics



23.11.2011

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