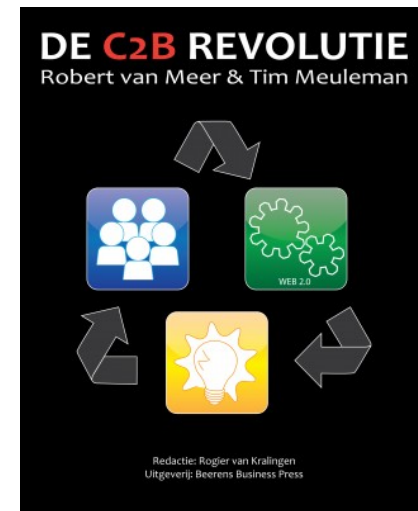
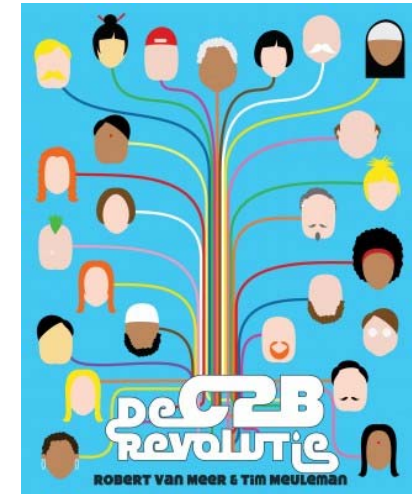
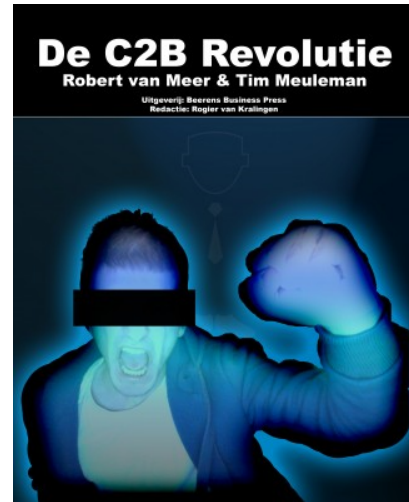




Online co-creatie met klanten

Platform klantgericht ondernemen



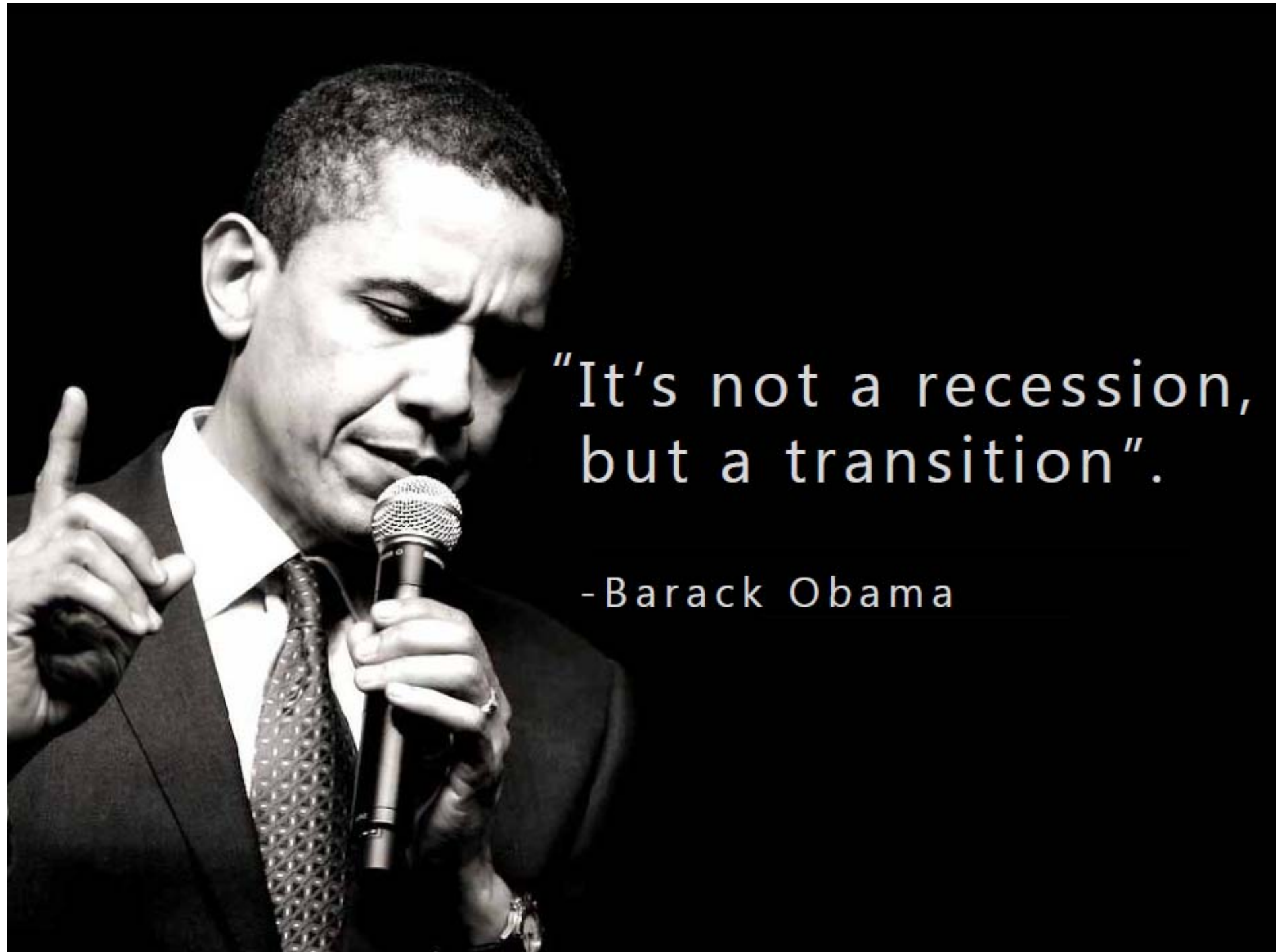




Agenda - Online co-creatie met klanten

1. Revolutie?
2. Speelkwartier is voorbij
3. Lessen uit de praktijk
4. Co-creatie model



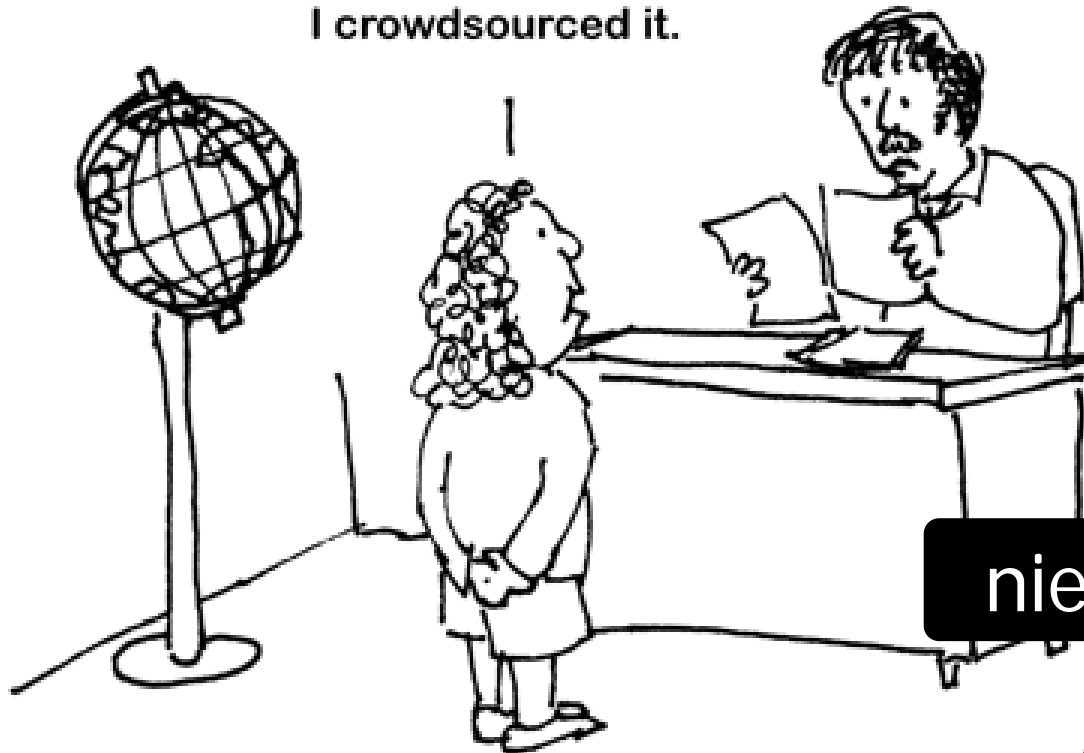


"It's not a recession,
but a transition".

-Barack Obama



I think you'll be
delightfully surprised
by the quality of my work
on this assignment.
I crowdsourced it.



nieuwe generatie

CEWIP



klein is het nieuwe **GROOT**

nieuwe economie



nieuw management

Manage overvloed
(geen schaarsheid)

A photograph showing the silhouettes of a young child and an adult standing in shallow water. The child is on the left, holding the adult's hand. The adult is on the right, with their legs and lower body visible. The water is rippling, and the background is a bright, shimmering surface, likely from sunlight reflecting off the water. The overall mood is serene and protective.

nieuwe attitude

There is an inverse relationship
between control and trust
– *David Weinberger*





Innovaties vanuit de ivoren toren landen niet meer...





Stand van zaken eParticipatie in publieke sector?

eParticipatie Dashboard

A A A

HOME ALLE INITIATIEVEN **VOEG INITIATIEF TOE** OVER EPARTICIPATIE CONTACT Zoeken

Home > Alle-initiatieven >

Weergave: Kaart Satelliet Lijst

Overheidsinitiatieven 
 Burgerinitiatieven 

> 615 initiatieven

Voeg een initiatief toe
Mis je een initiatief? Voeg deze toe en zie hem op de kaart verschijnen.

+ Plaats een initiatief



Niveau van betrokkenheid nu (N=540)

adviseren
communiceren
meebeslissen
informeren
zelfbestuur
raadplegen
coproduceren
personaliseren
faciliteren



eParticipatie zou niet alleen
outsourcing naar de massa moeten zijn (crowdsourcing)...





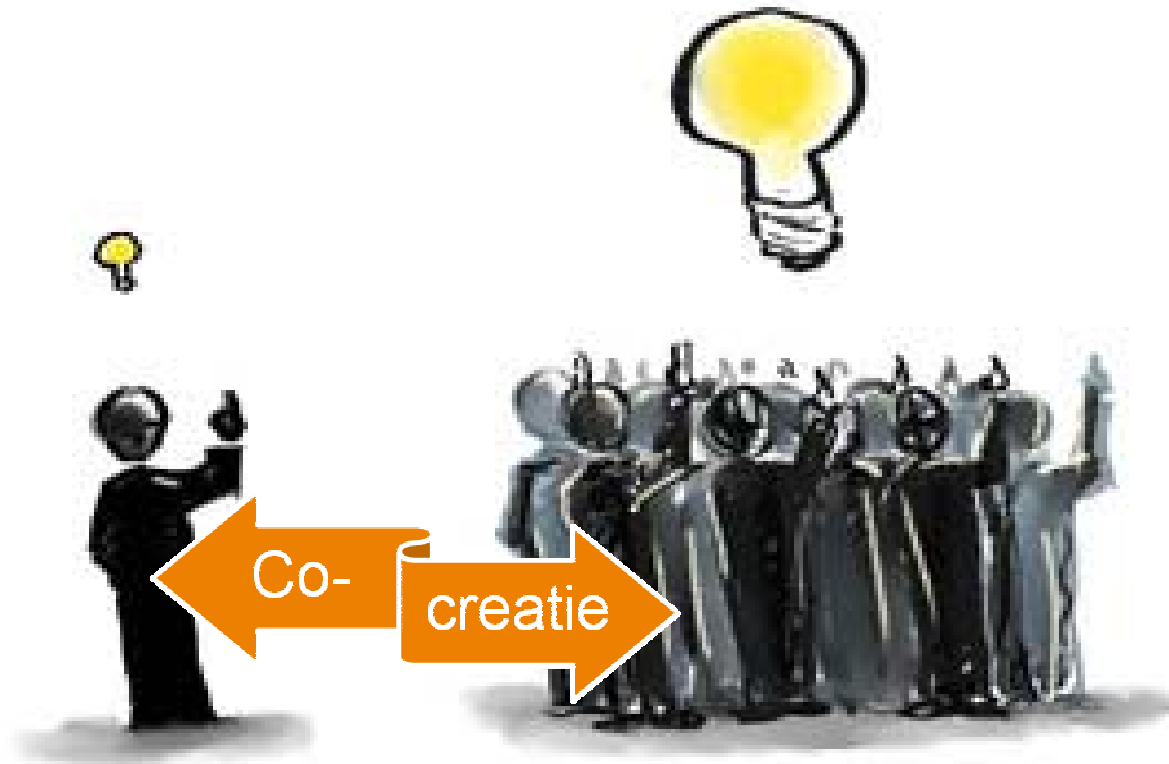
**VANOCHTEND
10.000 LEGOBLOKJES
BIJ DE BUSHALTE
NEERGELEGD**

**IK BEN NU AL
BENIEUWD
WAT ZE ERVAN MAKEN**

Loesje



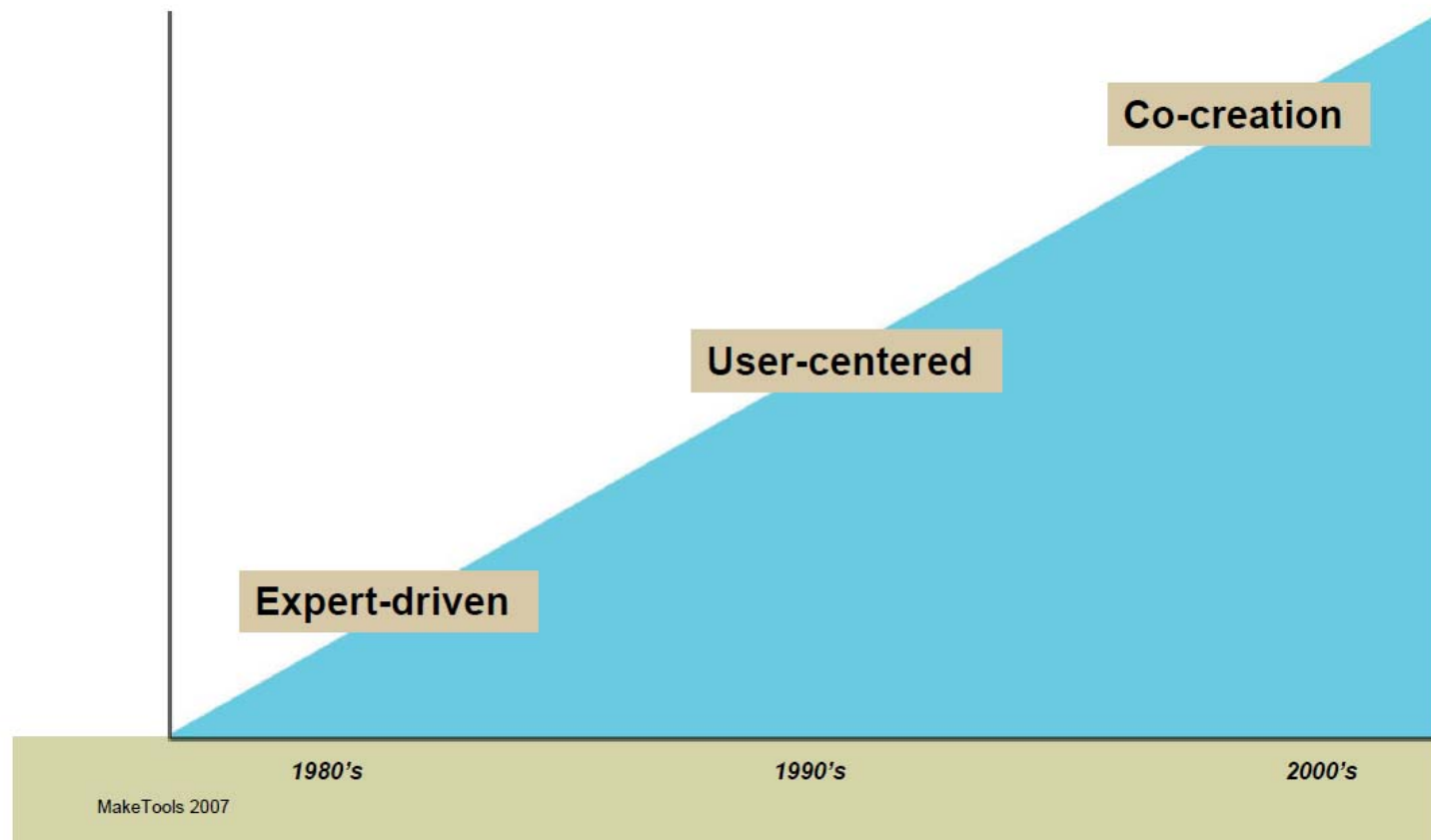
Volgende stap eParticipatie is wederzijds: cocreatie!



Co-creatie is het ontwikkelen en verbeteren van producten en diensten samen met bedrijven, werknemers, kennisinstellingen, klanten, burgers en/of gebruikers



Innovatie paradigma's



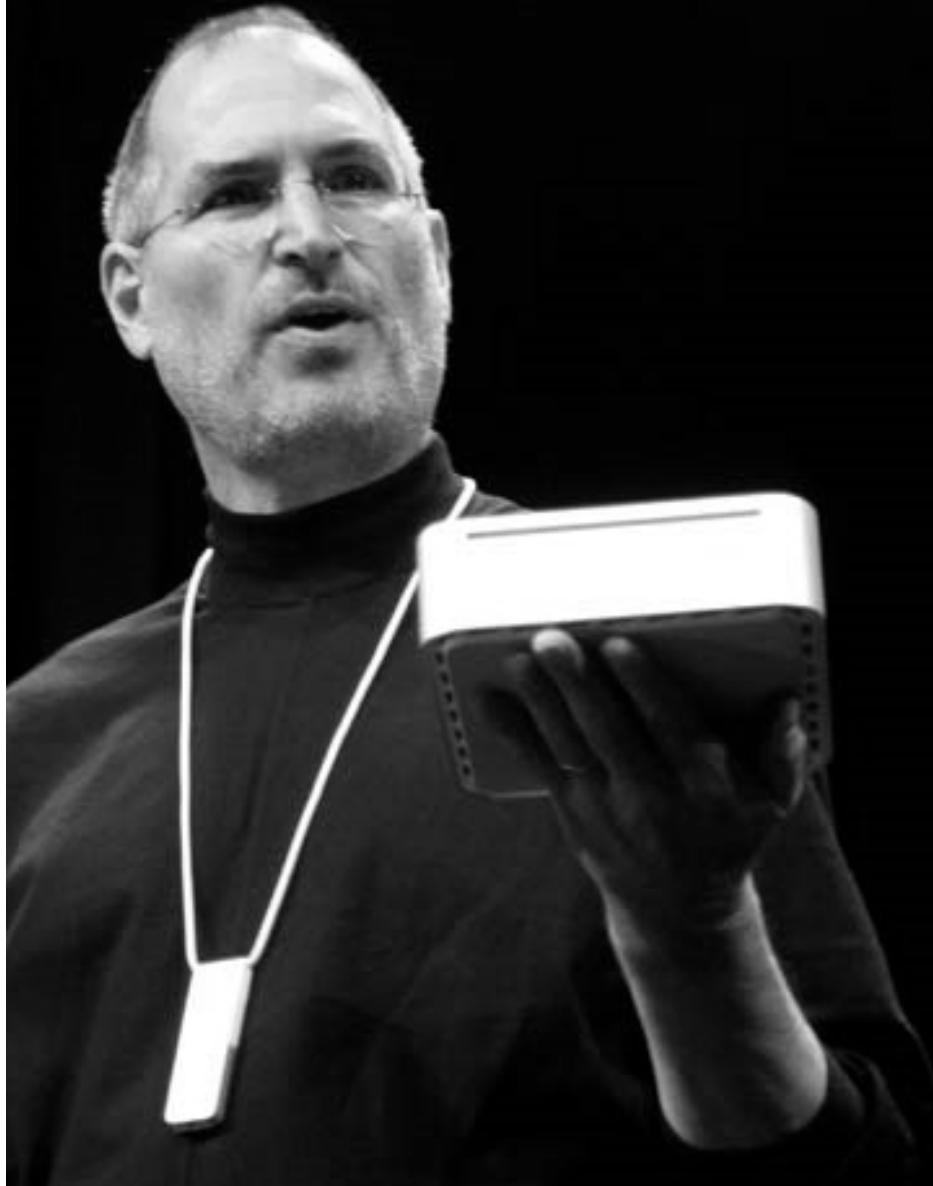
Mensen weten niet wat ze willen



“ If I had asked people what they wanted they would have said a faster horse”

- Henry Ford

Latente en toekomstige behoeften



“You can’t just ask customers what they want and try to give that to them. By the time you get it built, they’ll want something new.”

- *Steve Jobs*



They break the rules...

“The crowd produces mostly crap.” – Jeff Howe



&\$*#@@%&*!!!

The crowd can destroy your brand/company

HELL



FIASCO SYSTEMS

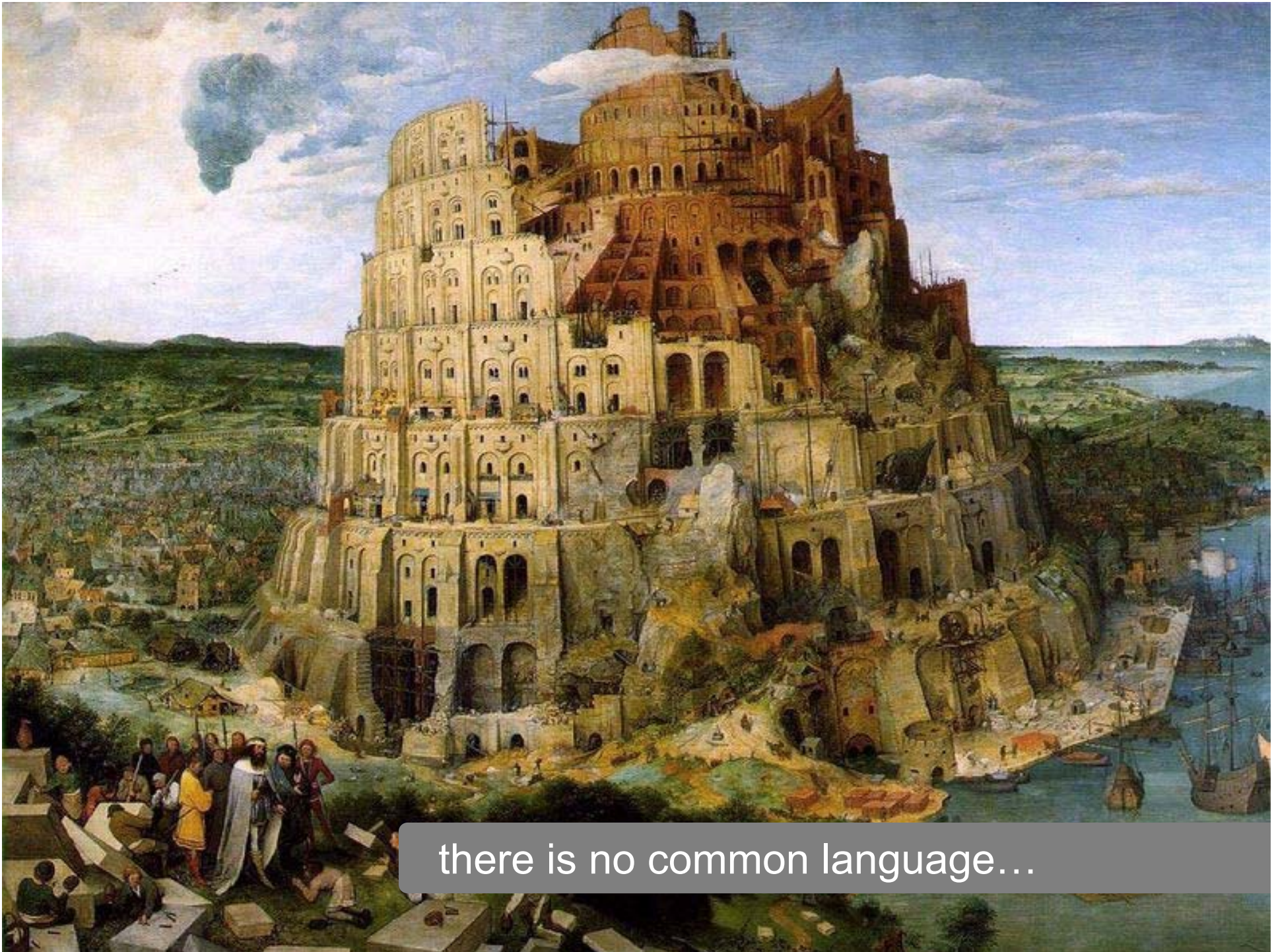


NOKIA
Disconnecting People

2M



BAD YEAR



there is no common language...

P. 110
LO-FI TECH
When Good Enough
Is Pretty Great

P. 120
GET LOST
How to Disappear
Without a Trace

P. 130
ORIGASMIC!
Folding the Perfect
Paper Airplane

**THE PILL
THAT CURES
ALMOST
ANYTHING**

WIRED

THE TRAGEDY OF CRAIGSLIST

Killers.
Hookers.
The death of
newspapers.

CRAIG NEWMARK
gets a lot
of blame.

But his
real sin?

Refusing to evolve.

by **GARY WOLF**



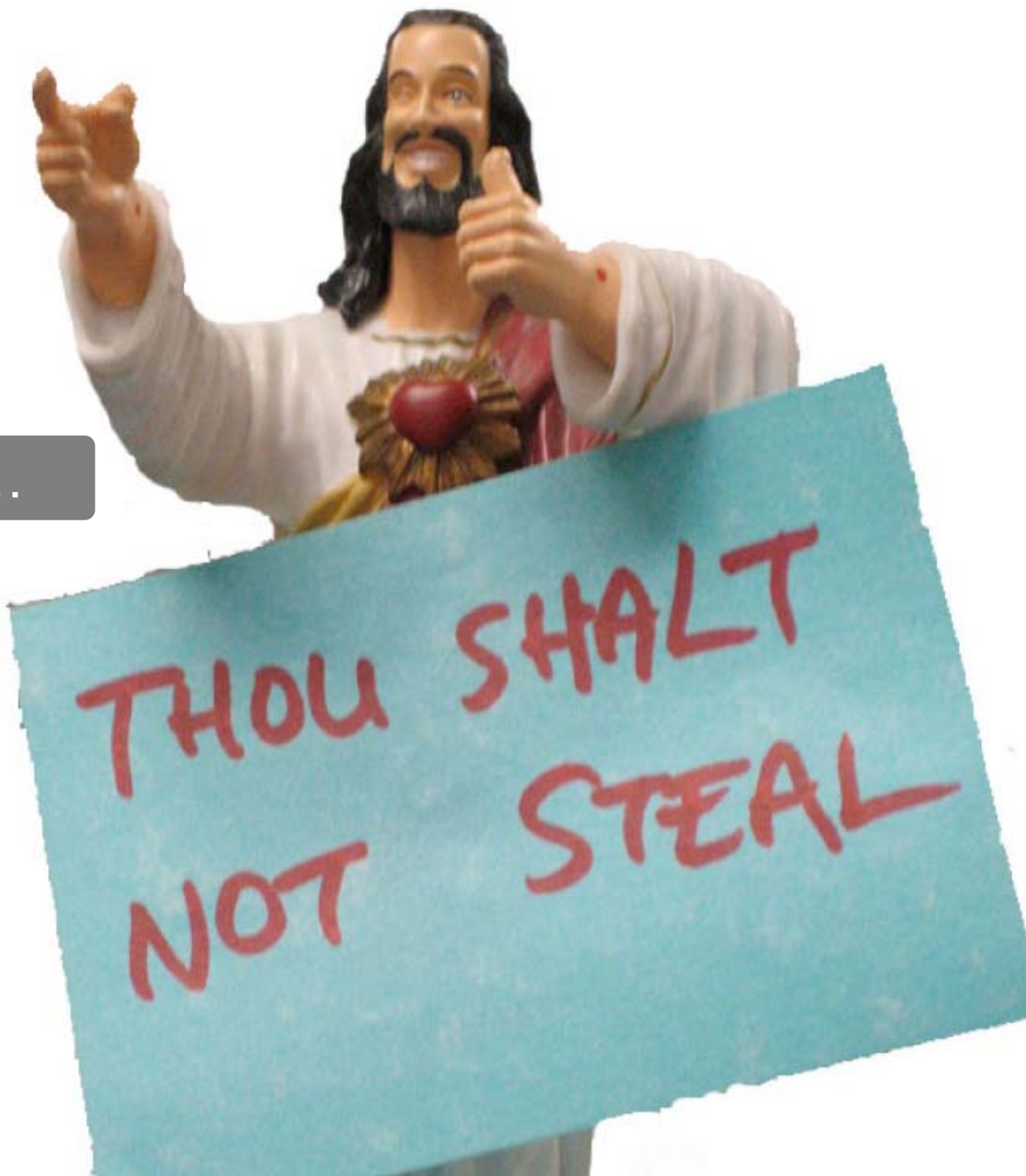
BACK

The dash for cash

Trust is at an all-time low...



You can't defend IPR...





STOP

MAKING
EXCUSES



Creativity breaks rules and conventions

A lot of crap, but they know best in the end

Fear no evil, love thy enemy

The common language is passion

Cash ≠ King: free is the new business model

Let's build on trust together: open dialogue!

You can solve IPR...

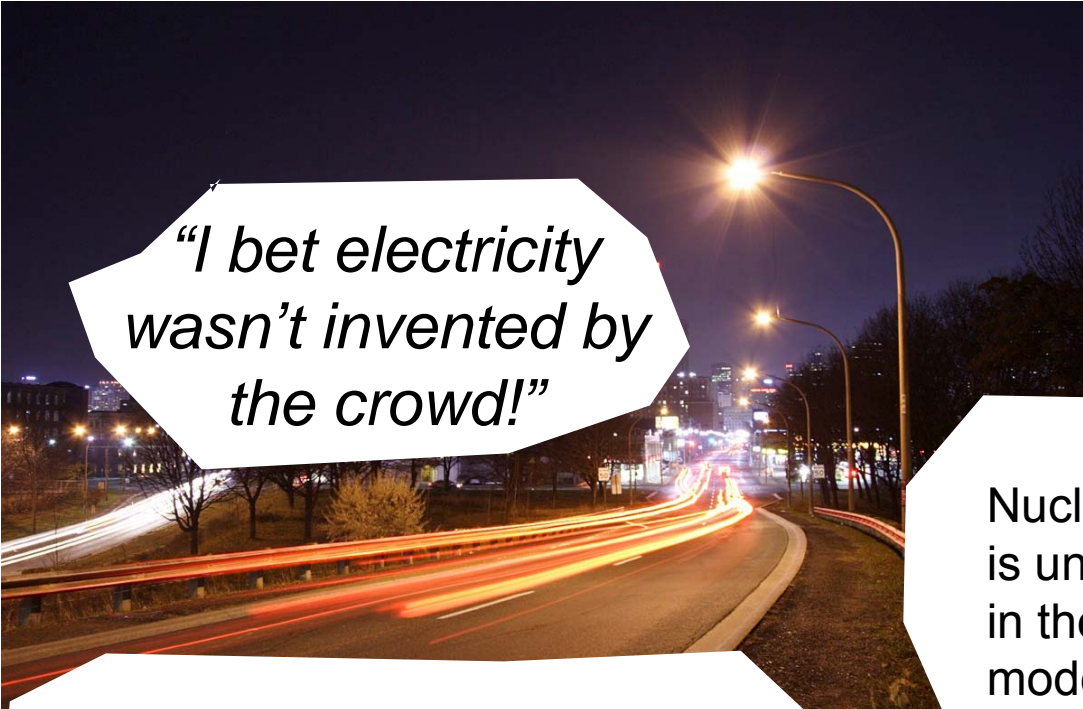
... Co-creation doesn't solve everything...



42

from **DELL HELL** to
IDEASTORM HEAVEN






*"I bet electricity
wasn't invented by
the crowd!"*



"You can't develop a new
medicine at home or at an
online forum"



Nuclear warhead design,
is unlikely to unveil itself
in the open innovation
model.