Co-creation project

The OECD project on ‘Co-creation’ explores the distinctive characteristics and policy implications of co-creation – the process of joint knowledge creation between industry, research and possibly other stakeholders, such as civil society. An interactive policy toolkit is developed to facilitate the exchange of key knowledge and policy best practices in fostering knowledge transfer and co-creation.

Overview

Innovation thrives where diverse pieces of knowledge and expertise combine. Consequently, well-functioning ecosystems that bring diverse actors together and stimulate science-industry collaborations have been sources of important innovations. Where they aim to address important societal challenges, including climate change, collaborations with stakeholders from civil society can facilitate innovation and its uptake. Moreover, new types of collaboration have emerged targeting notably digital technologies and artificial intelligence. These developments highlight the need to re-examine the policy arrangements supporting intermediaries and platforms.

In contribution to this policy debate, the project addresses the following questions:

1. What are the characteristics of co-creation? In what ways is co-creation different from knowledge transfer? What, if any, are the policy implications?
2. What is the impact of public research on innovation and wider societal objectives?
3. What are countries’ policy experiences and best practices in supporting knowledge transfer and co-creation?

The 2019-20 project is conducted by the Working Party on Innovation and Technology Policy (TIP). It leverages existing information from the EC-OECD STIP Compass and complements it with evidence gathered in country case studies. Delegates to the TIP from Australia, Austria, Colombia, China, France, Italy, Japan, Korea, Norway, Portugal, Russia, Sweden, the United Kingdom and the European Union are part of the steering group that oversees the project development.

Project timeline

- **2019**
  - **TIP Workshop**
    - 19 June 2019 (Paris, France) “Innovation disparities”
  - **MIT-OECD Workshop**
    - 5 December 2019 (Paris, France) “Towards effective science-industry co-creation”
  - **OECD TIP Meeting**
    - 5-10 December 2019 Discuss conceptual framework, case studies & policy toolkit

- **2020**
  - **OECD TIP Meeting**
    - 20-21 June 2020 (Paris, France) Discuss project and proposed case studies
  - **NSE-STEP-OECD Workshop**
    - 5-6 March 2020 (Moscow, Russia) “What new policy approaches support co-creation? Peer discussion on best practices”
  - **OECD TIP Meeting**
    - December 2020 Discussion of project outputs and toolkit for public launch

- **2021**
  - **OECD TIP Meeting**
    - 17-19 June 2020 (Paris, France) Discuss project results, case studies and survey findings
Project activities

1. Analysing the characteristics of co-creation and possible policy implications

The project explores the distinctive characteristics of co-creation as a type of collaboration that goes beyond knowledge transfer, and the opportunities it offers for innovation to effectively address socio-economic challenges in the digital age. The analysis reflects the diversity of spaces supporting co-creation (e.g. joint research laboratories, digital platforms), and explores innovative governance systems and mechanisms to engage a diversity of stakeholders. It also investigates the role of intermediary institutions as enablers of co-creation. This work draws on a number of case studies contributed to the project by country delegates and experts from across OECD countries.

2. Assessing the impact of public research on innovation and wider societal objectives

Public research contributes to innovation through different channels of knowledge transfer, such as the direct collaboration with local industry partners in highly innovative clusters. However, systematic evidence on the impact of public research on local innovation is scarce, as most insights to date come from specific case studies or studies at the national level.

To address this, the project gathers cross-country statistical evidence to document the impact of universities and public research institutes to innovation. In doing so, the project contributes to the policy debate on the effectiveness of public investment on public research as a means to foster innovation.

3. Building a policy toolkit on best policy practice

The project develops an online policy toolkit to facilitate the exchange of best policy practice on knowledge transfer and co-creation across countries, and guide policy makers and practitioners to information of relevance to them. This practical and interactive toolkit will bring together quantitative and qualitative data from the EC-OECD STIP Compass database, country case studies on co-creation initiatives as well as insights from the previous 2017-18 TIP project on Knowledge Transfer and Policies.

Project reports and events


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