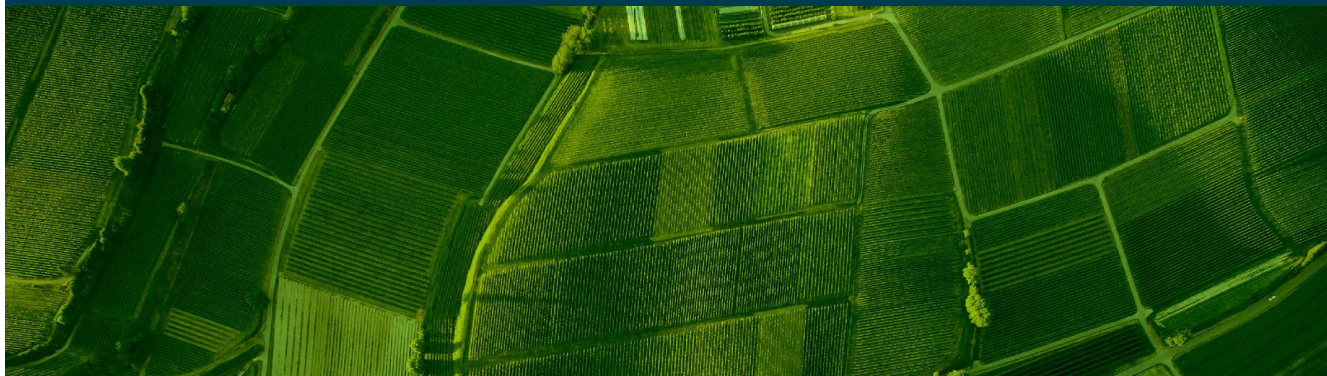# CO▲FRESH

Practice Abstract No 30

Designing Co-creation activities for innovation in food value chains

Description

Co-creation and co-innovation are crucial in EU projects, promoting stakeholder engagement and empowerment through active participation, bilateral relationships, and continuous feedback. Co-FRESH implements a co-creation process to identify potential interventions for pilot cases, adaptable to other projects to stimulate stakeholder engagement.

The two-step process involves a workshop using the World Café (WC) technique to define a shortlist of potential innovations and a Delphi method to reach consensus among stakeholders. The WC aims to provide supply chain information through a SWOT analysis, select potential innovations based on key success factors, and create a shortlist of innovative approaches for pilot cases, considering feasibility, replicability, and fair distribution of costs, benefits, and risks along the value chain.

The Delphi Method helps reach consensus on preferred innovations for each case study. Success in co-creation strategies depends on a carefully designed process adapted to each case, common guidelines, and training participants on implementing this tool, which contributes to the success of co-creation activities.

Author(s)

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Stakeholders

All stakeholders in the Food Supply Chain
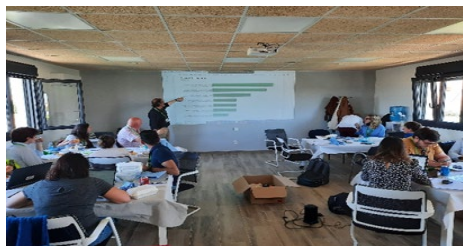
Country/Region

Seven Case Studies

Keywords

Co-creation, innovation activities, participatory, scalable

CO●▲◆FRESH

https://co-fresh.eu/download/co-fresh-d2-1-guidelines-to-conduct-co-creation-focus-groups/

Pictures

About CO-FRESH

The CO-FRESH project aims to provide techniques, tools and insights on how to make agri-food value chains more environmentally sustainable, socio-economically balanced and economically competitive. The project pilots several agri-food value chain innovations to see how they, in combination, can improve environmental and socio-economic sustainability.

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