

PC3: Product Co Creation Centers

RESEARCHING THE SOCIAL VALUE CREATION SYSTEM



Juan Manuel Jauregui Becker

Machine to produce Sanitary Pads

1 machine produces for 3000 women

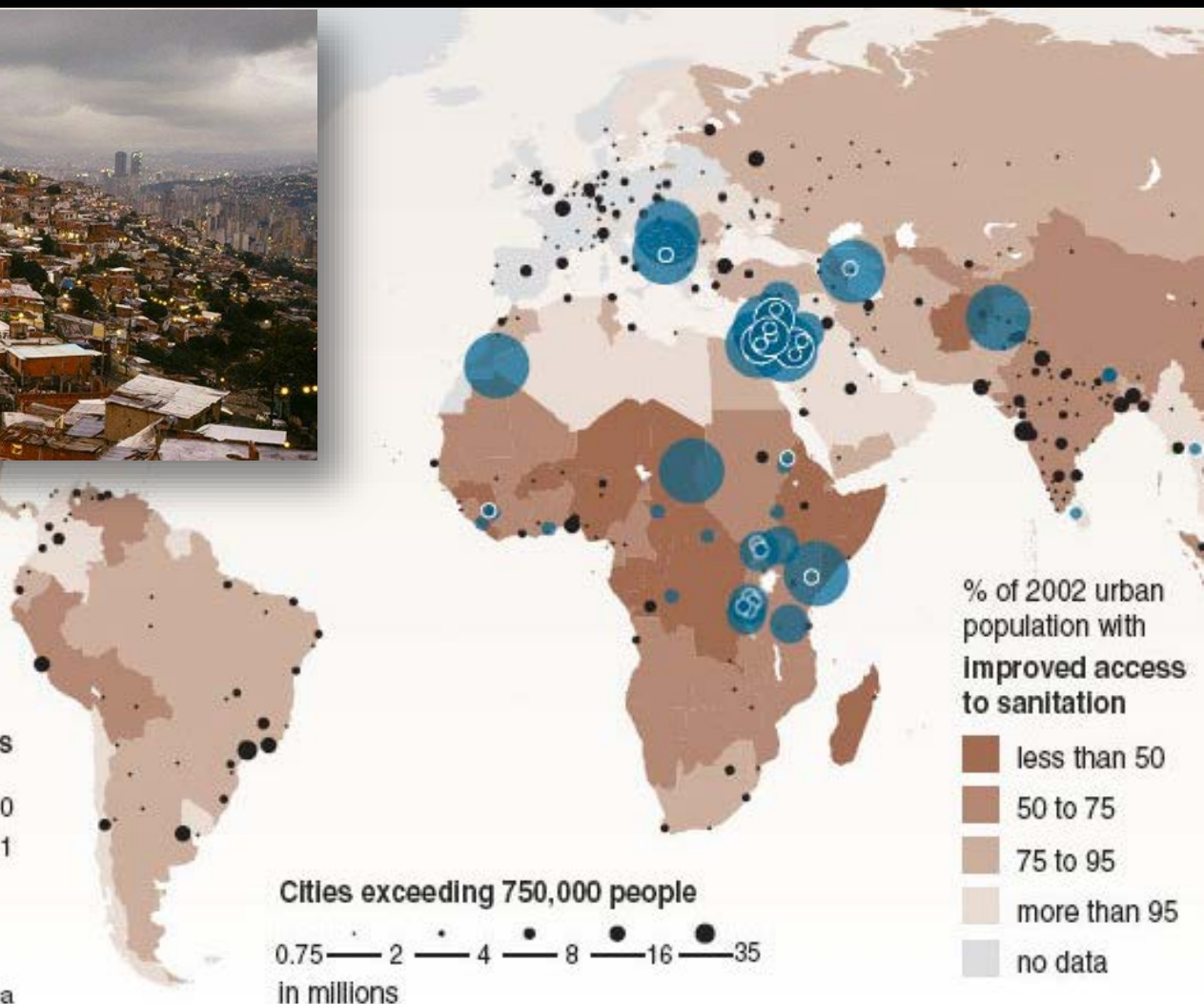
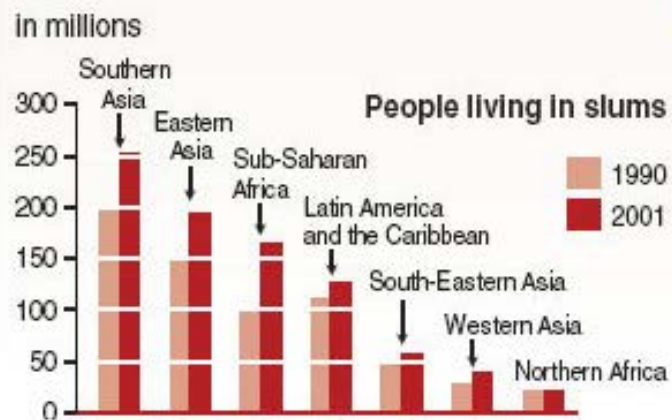
1 machine employs 10 women

Arunachalam Muruganantham





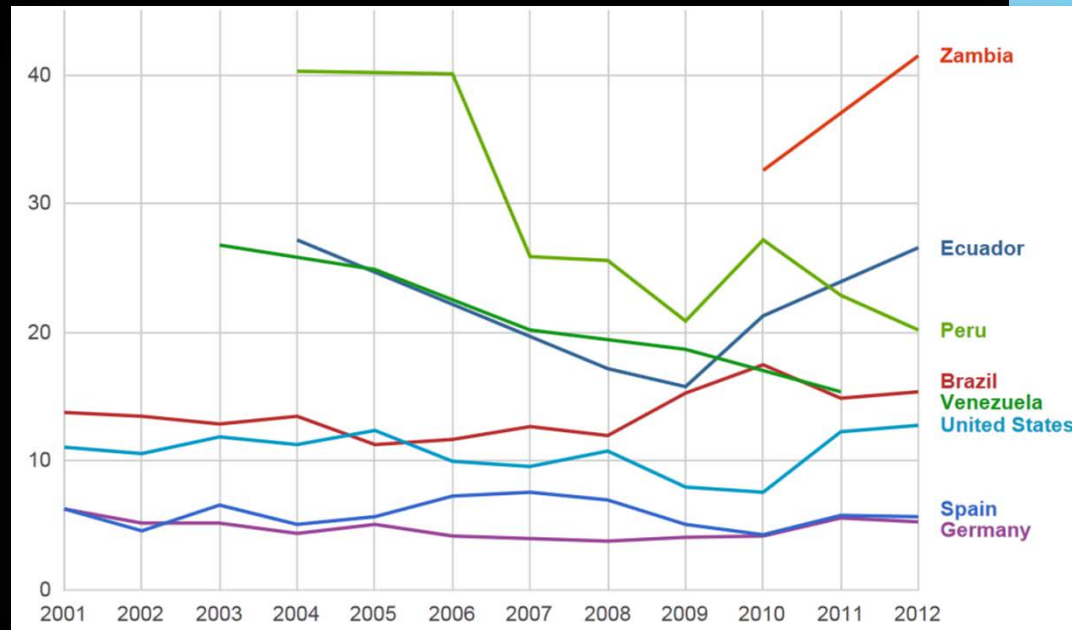
NB: not including camps housing displaced persons in their own country.



Sources: UNHCR, UNRWA, 2004; World Urbanisation Prospects

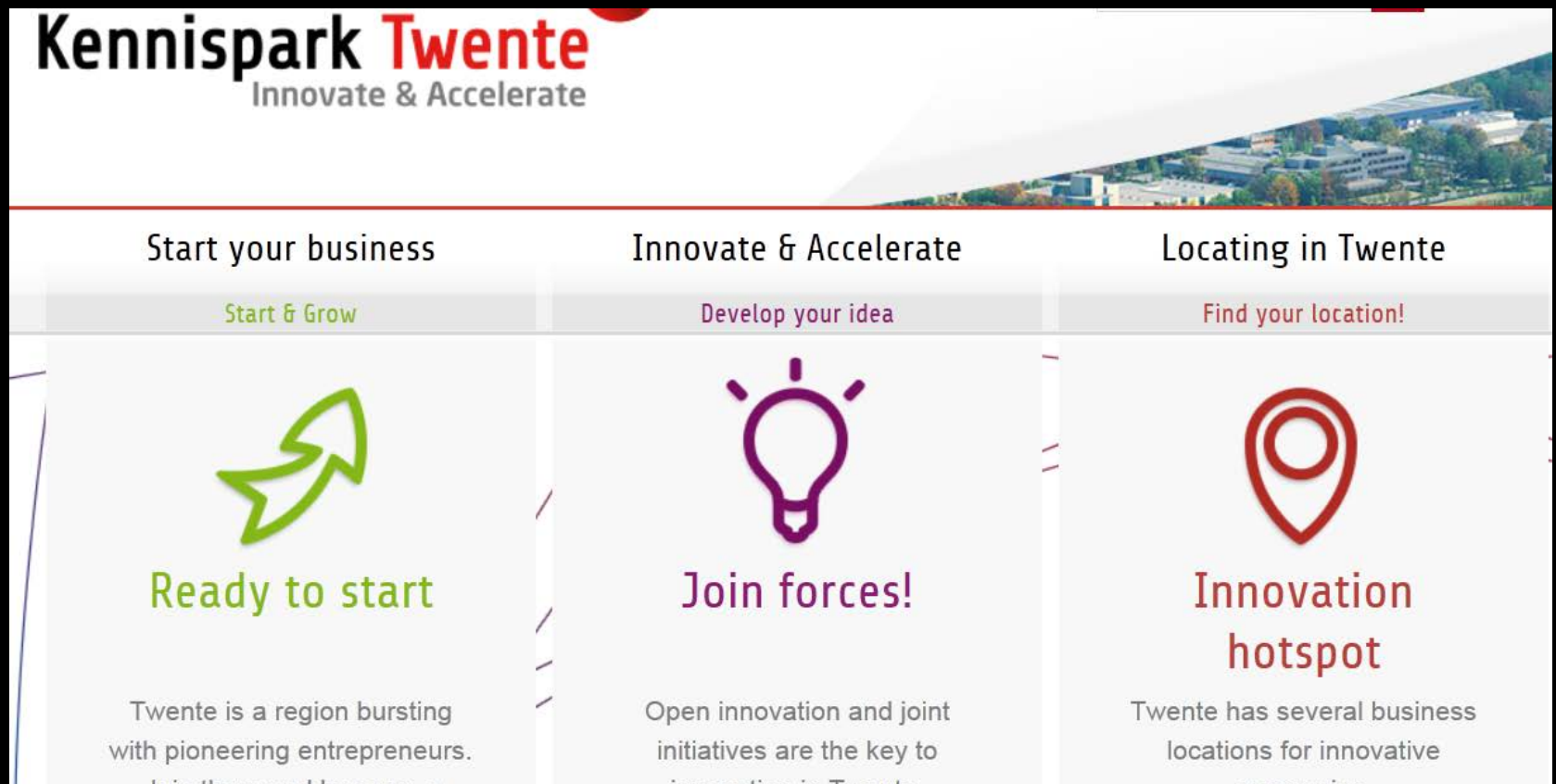
Entrepreneurship in deprived regions

The GEM 2012 report states that a very large group of people living under poverty line -specially in developing countries- has entrepreneurial skills and creative power but no means to exploit this and develop their own products, services and business

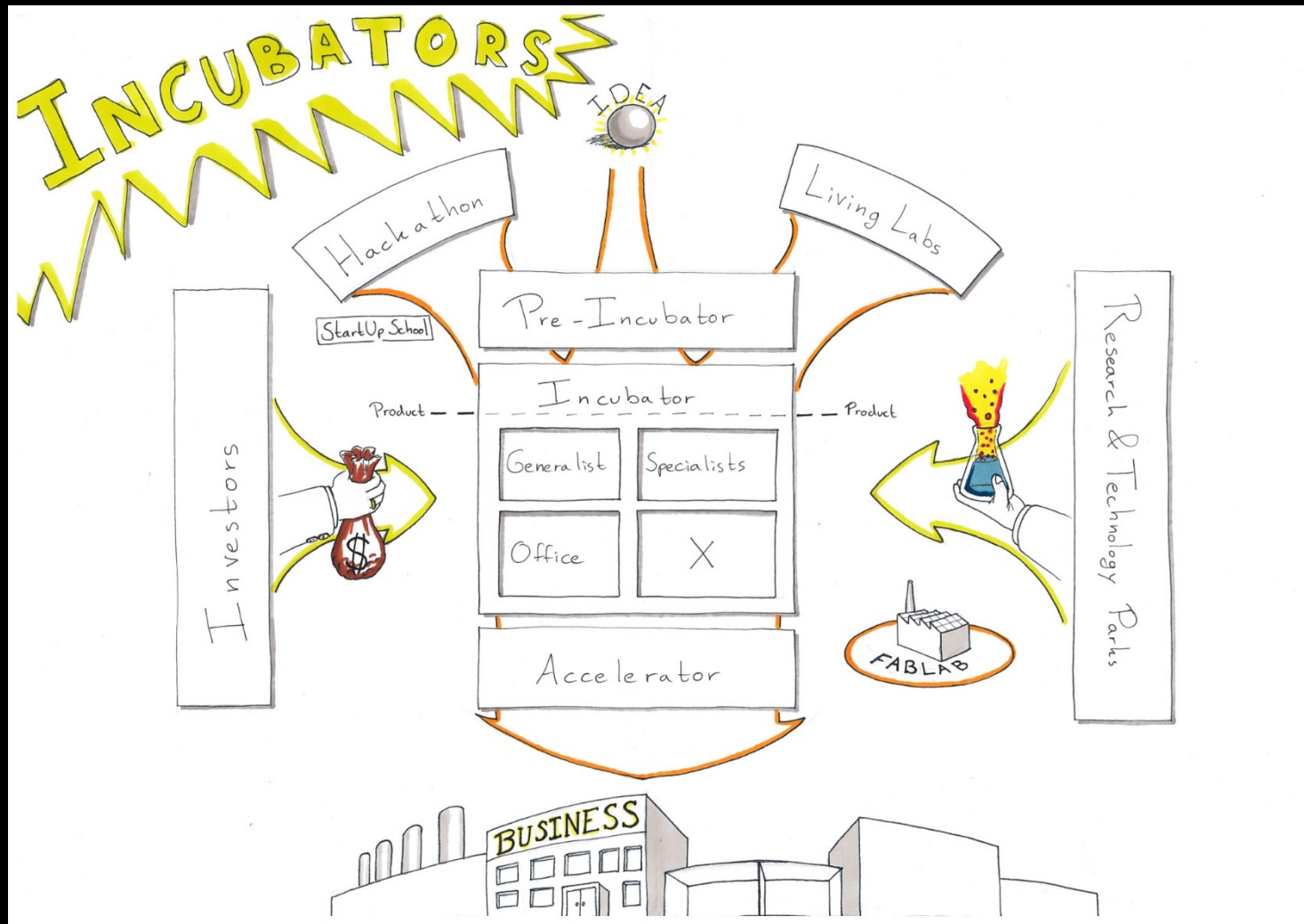


Problem

The infrastructure to support nascent social entrepreneurs is either poor or not visible



There is a need to develop social value creation ecosystems



PC3 RESEARCH PROJECT

Product Co Creation Centers

Multidisciplinary Team

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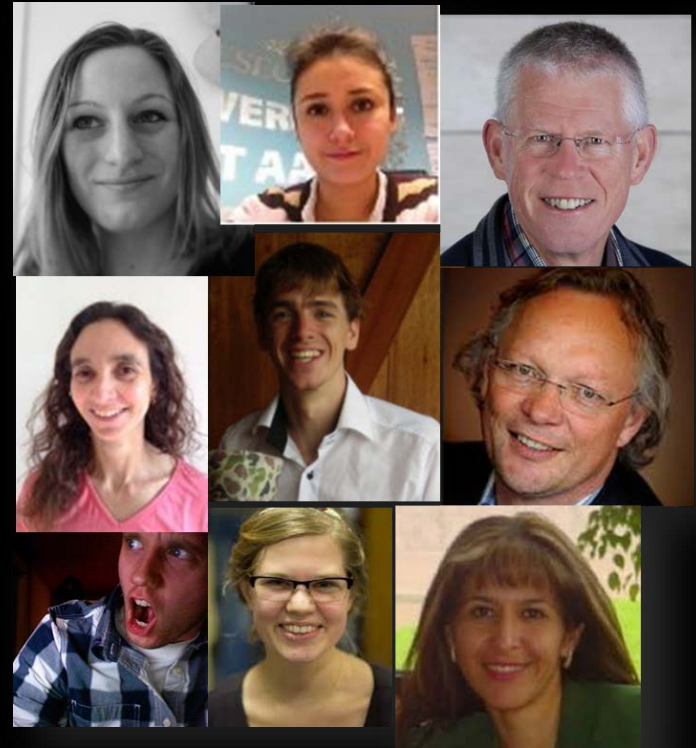
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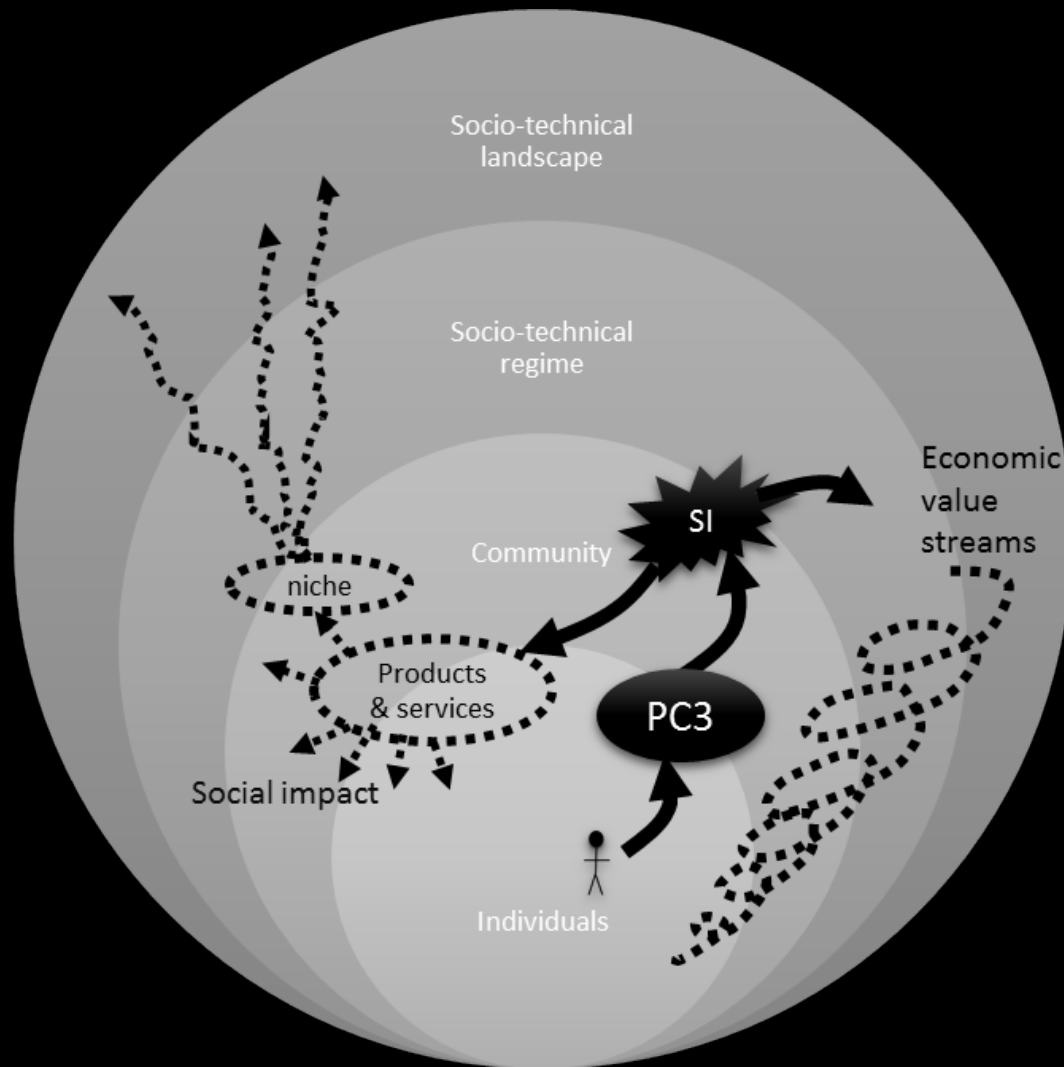
RESEARCHING THE SOCIAL VALUE CREATION SYSTEM

Research Philosophy

And you cannot predict the outcome of human development. All you can do, like a farmer, is create the conditions under which they will begin to flourish.”

Ken Robinson

Systems approach to researching social value creation



Research Topics

Measuring social value: what is social value? how do you measure it? ...

Social investments: social return on investment for economic-social transaction?...

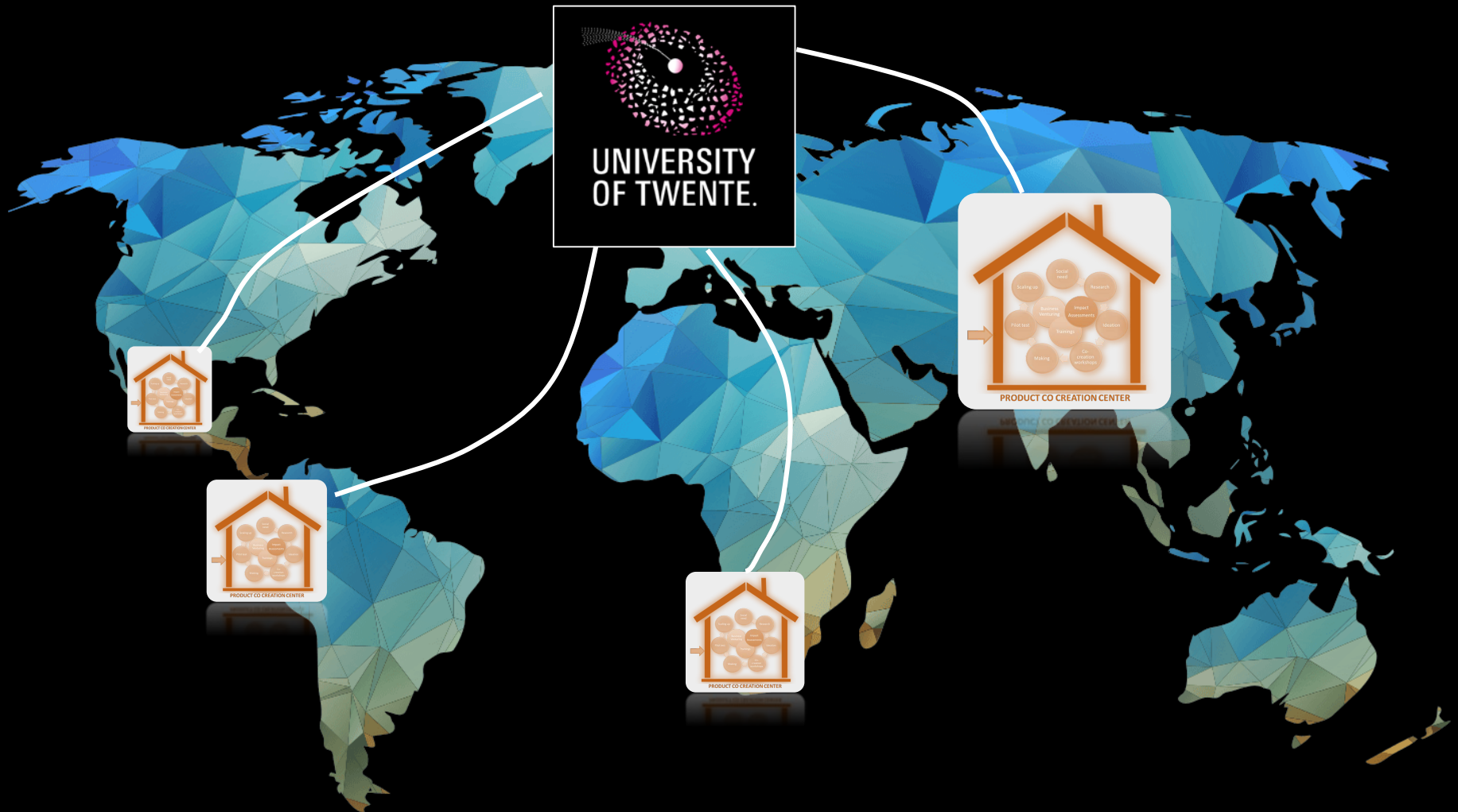
Social entrepreneurship: Is the lead user method feasible in socially deprived contexts? ...

Sustainability: How to shape policies for achieving sustainable growth and poverty reduction?

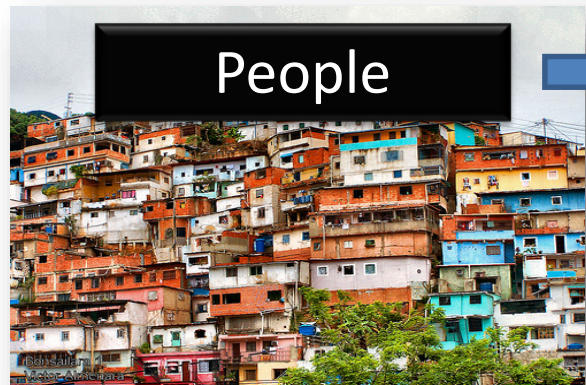
Product development: How to develop new product spaces (as defined by Prof. Dr. Haussmann, from Harvard University) in deprived communities?

Product design: Does design thinking stimulates new grassroots innovators in socially deprived contexts?

Research Approach: Living labs



Living lab: Social business incubators



PRODUCT CO CREATION CENTER

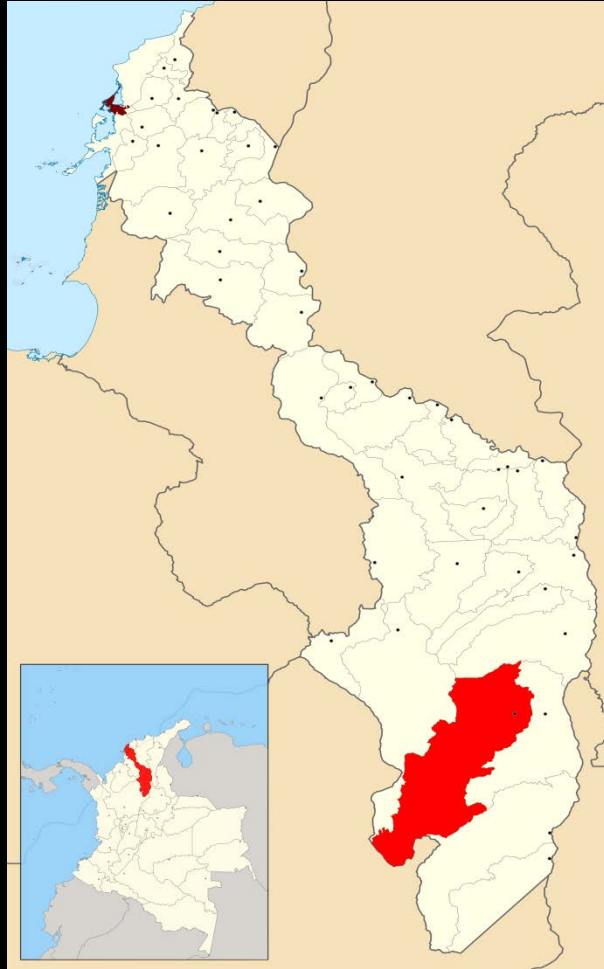


Entrepreneurs
+ Products



CASE COLOMBIA

Santa Rosa



History: Predatory vs. sustainable development



Poverty?

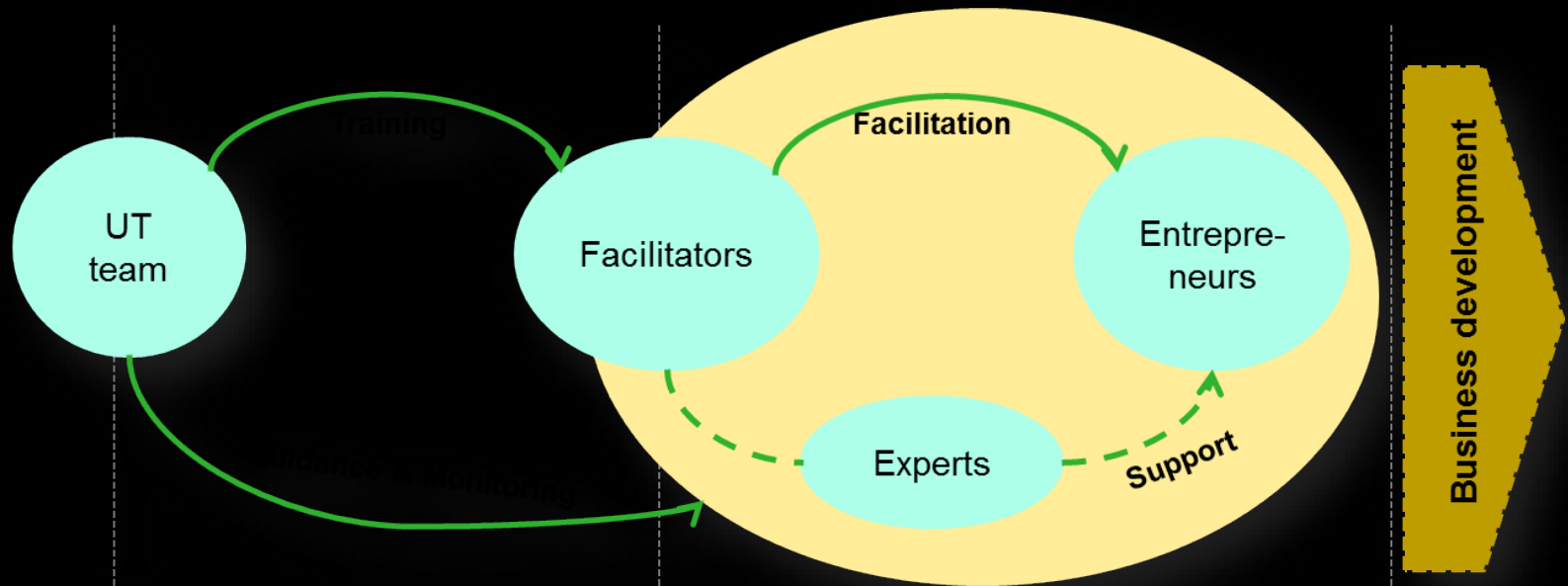
- IN URBAN AND RURAL AREAS:
 - Drinking and waste water
 - Solid waste
 - Housing
 - Roads and pavements
 - Education (basic and higher)
 - Leisure time
 - Health
 - Forestry

What is the situation?



Unmet social needs + money flows + leadership
= business opportunities

Living Lab Approach



Phase 1

Preparation and contextualisation

Duration: 2 months
Result: Implementation model in specific context

Phase 2

Training

Duration: 4 months
Result: Facilitators become coaches for sustainable business development

Phase 3

Business models development

Duration: 8 months
Results: Entrepreneurs develop sustainable business models. Facilitators receive certificate.

Process systematisation

Duration: 24 months
Result: Process analysis and evaluation . Success factors to support sustainable business development at the grassroots

Living Lab Approach



Results

- Social
 - Entrepreneurs:
 - Change in mindset: from commercialization to creation
 - Community:
 - More economic value for work
 - Understanding of community value
 - Social value
 - Economic:
 - 8 participants started
 - 3 are officially working on their business

Arknhold



Conclusions

Conclusions

- There is a need to develop system of social value creation
- Although research in this area is not news, there is a need to approach this from a systems perspective
- Research needs to go hand in hand with action