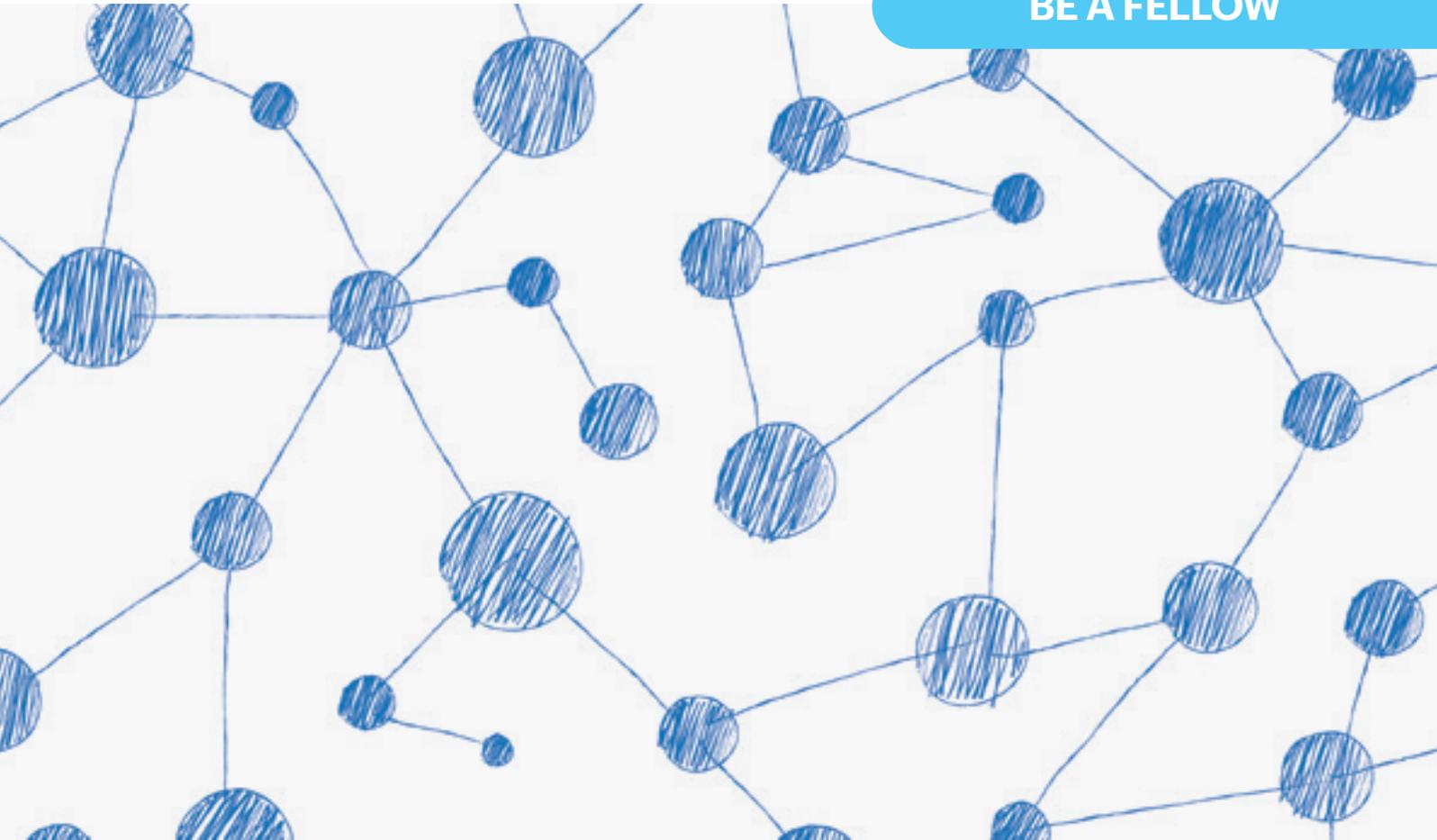
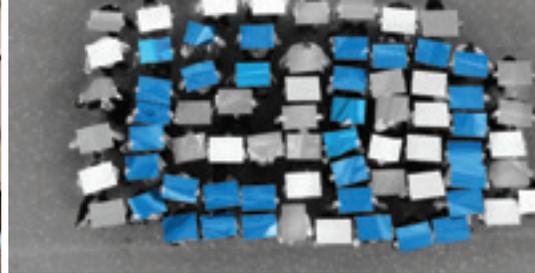


co-society®

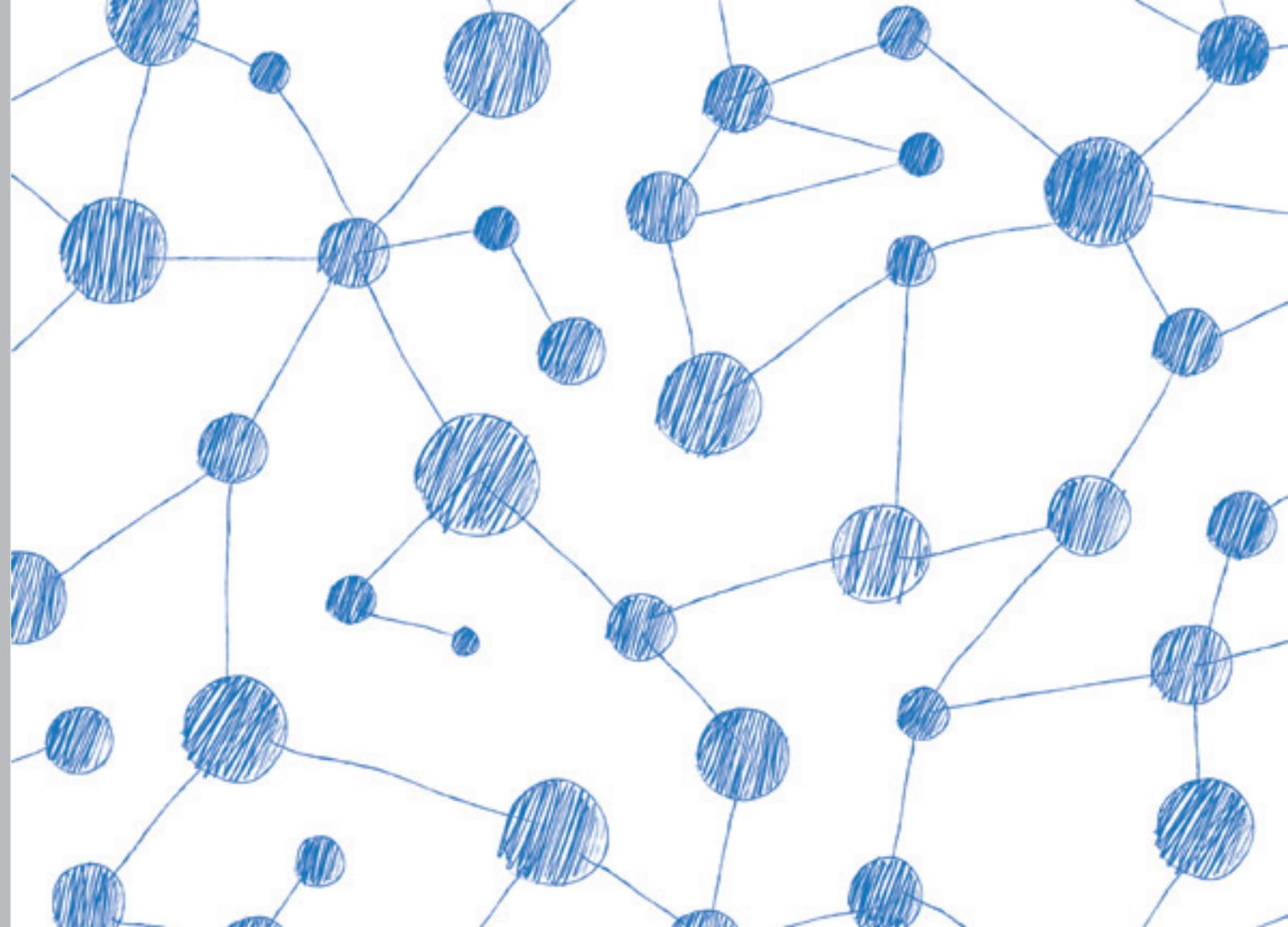
BE A FELLOW





co·society®

BE A FELLOW



CO-SOCIETY, A SNAPSHOT

Co-society® is a global platform for innovation among businesses to facilitate the exchange of innovation knowledge and experiences across different industries.

At Co-society®, teams from smart and driven businesses collaborate to learn from other teams' experiences and share their own best innovation practices. Under normal circumstances, this kind of opportunity is difficult to create. Co-society® takes this challenge head on by making the exploration and development of new ideas among teams in different sectors one of its main goals.

Organizations of any size can belong to Co-society®, but each should have one thing in common: a profile of innovative leadership within its sector.

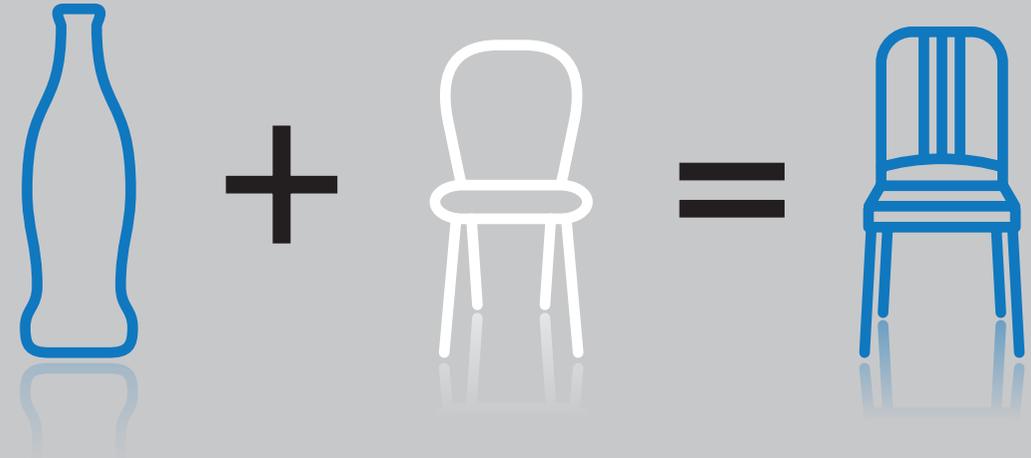
At our workshops, held several times through the year, each company speaks openly and transparently about the innovation practices and current challenges it is involved in.

The participating teams in the platform are referred to as Co-society® Fellows.

Co-society® was started in 2009 by Infonomia, a professional innovation services business based in Barcelona since 2000, which has directed over 100 innovation projects in different economic sectors.

Looking back on fifteen years of designing active innovation strategies, Infonomia realized that the next wave of innovation will come from the intersection of businesses.

We believe that the new horizons of innovation (blue oceans) may be created when teams from different sectors combine their capabilities and assets.



VALUE PROPOSAL TO FELLOWS

Co-society® is a platform in which innovation teams from different businesses can combine their assets in a systematic way to create new products and services.

Fellows participate in the Co-society® activities through teams that are formed by **creating their own co-innovation projects**. Belonging to Co-society® involves committing to learn to co-innovate, inside your own business and with other businesses.

As a fellow, participating in Co-society® enables you to:

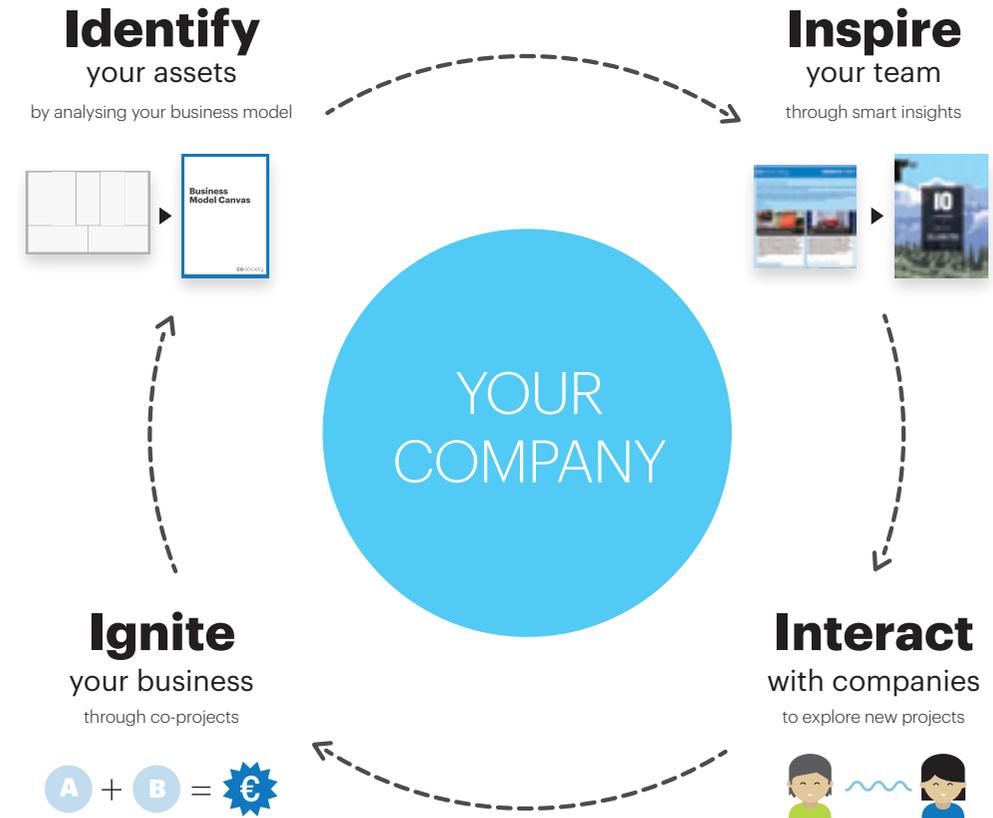
- Capture value, through the exchange of knowledge and experience, to better innovate within your organizations. On the platform (in-person workshops and digital space) the best innovation practices, tools to increase productivity in innovation (ROI: return on innovation), solutions to problems in innovation management, etc. are presented. Particular focus is given to the tools of co-innovation developed by Co-society® which can be used by participating teams in their own organizations.
- Explore potential projects with teams from other businesses based on the systematic combination of their abilities or "assets". To make this happen, Co-society® facilitates

instruments to detect these assets (what the team "knows how to do" beyond what they are doing now), and organizes sessions for their systematic combination. The determination of assets will also serve, in the near future, in building a global digital space that automatically allows the automatic detection of potential connections between participating teams.

To meet these goals, Co-society® has put forth its co-innovation model.

- IDENTIFY:** Find the abilities and assets of participating teams.
- INSPIRE:** Capture value through the exchange of knowledge and experiences to better innovate within participating organizations.
- INTERACT:** Explore potential projects together with teams from other businesses.
- IGNITE:** Assess specific proposals for joint projects.

The way to create this cycle is through the combination of workshops (co-sessions and co-fests), tools and networking.



CO-SESSIONS

In-person workshops, held once or twice a year in each city of the network, to share experiences and explore opportunities with fellows from different countries.

The co-sessions are carried out locally. The gatherings last one day and are organized by all partners with the support and tools of Co-society®.

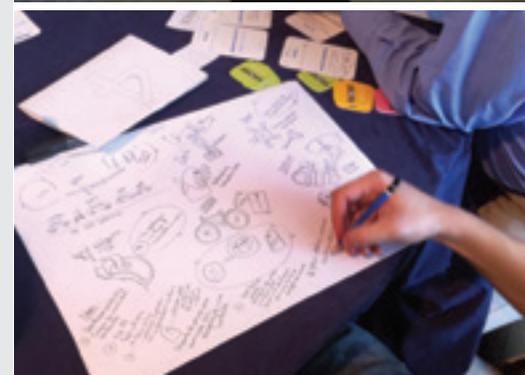
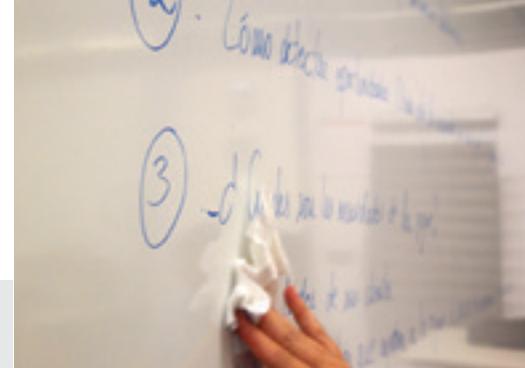
Participating teams benefit in four main ways:

UPDATE: a synthesis of the most relevant/radical ideas in innovation business models in the world.

SHARE: an active exchange of innovation experiences (models, methods, results, tools) among teams, plus the contributions of start-ups, research centers, students etc, to ignite the innovation conversation.

EXPERTS: presentation of tools and value-innovation methodologies tested in the market.

MATCHING: workshops of various capacities (assets) to detect potential projects together through collaborative-innovation-dynamization proprietary tools. Co-society® regularly tweaks and develops these tools.



CO-FEST

Face-to-face conferences, held once a year with a central theme related to innovation and designed to encourage exchange and intersections between fellows in different countries.

The Co-fest, which lasts two days, is held annually in the network's hub city. In addition to pursuing the co-session goals, the Co-fest additionally aims to:

FOCUS: each co-fest proposes a main interaction theme (for example, Rapid Prototyping, Business in Africa, etc), that structure the conversations among attendees.

GLOBAL: magnify the geographical framework of interaction and experience sharing given businesses from different countries participate.

NEW TOOLS: the new tools of co-innovation that Co-society® has designed and implemented during the year ("each year, a tool").

RE-ENERGIZE: identify the changes in present businesses' "assets" to facilitate new conversation and strengthen the collaboration links between them.



CO-TOOLS

Co-society® permanently develops collaborative innovation tools that are used in our workshops (co-sessions and co-fests), and that our fellows can also use in their businesses.

The tools can consist of software (processing of information analyzed at or before the events) as well as humanware (games for the dynamization of co-innovation etc.).

Of the tools developed so far, the following should be highlighted:

CO-DISTANCES: software to detect the “distance” between businesses, based on the difference in the terms businesses use to describe their services and strategies.

CO-ASSETS: a method of collecting the capacities of a team, beyond what is explicit in its product portfolio, through the detection of assets, differentials and appeal.

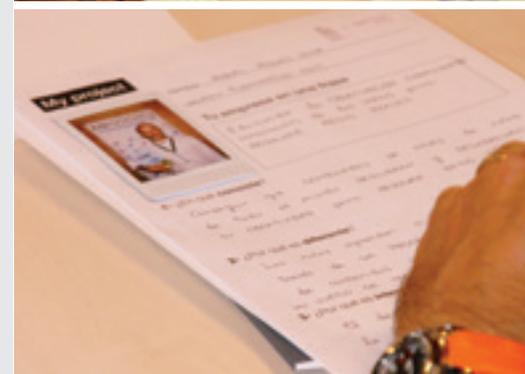
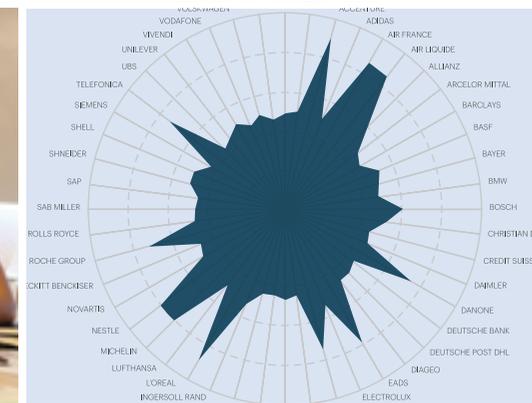
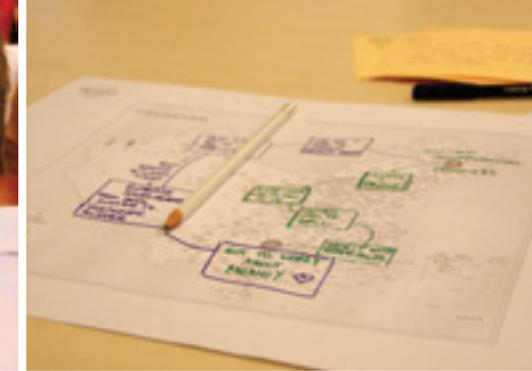
CO-POKER: a board game that allows businesses to solve problems or take advantage of opportunities by systematically combining their assets.

IDEAS MEET MARKETS: discussions about challenges that have been overcome thanks to the capacities of start-ups. This serves as a way to connect businesses and lead to relevant conversations after a problem/solution pairing.

CO-MAPS: a tool to reconsider the value chain of a business from the radical reinvention of the value proposition in the market. Discussed in groups of businesses from different sectors.

The participating teams of Co-society® have the right to use the owner tools of Co-society® in their organizations, be it independently or with the support of our organization (at an additional cost).

What’s more? Businesses with a significant number of divisions can implement a co-inside project. A purely internal market of Co-society®.



THE NETWORK

Co-society® is a network of innovation teams from companies in relevant cities around the world that look for connections to other dynamic businesses in a unique co-innovation platform.

The Co-society® platform is spread globally through a network of local partners who bring knowledge and experience of their own markets to find the most dynamic businesses locally. These businesses are then encouraged to participate in Co-society® as fellows.

In recent years, the Co-society® project has been presented in many countries through workshops that demonstrate our goals and tools. As a result, the network of teams and businesses that participate in the local workshops or in the co-fest conferences is growing.

In addition to the cities where Co-society® is already currently working, (Barcelona, Copenhagen, Helsinki), our goal is to reach

a network of twenty qualified partners in different cities all over the world.

Among the cities to add to the network, Co-society® is particularly interested in Amsterdam, Oslo, Montreal, Bogotá, Santiago, San Francisco, Munich, Oxford, Singapore, Istanbul and Cape Town.

Fellows and partners of each one of these cities will have the chance to combine their capacities, once a year, at our annual co-fest conference.



CO-INNOVATION IS ALREADY HERE

Companies across the world are actually co-innovating, and the phenomenon will only increase in the next years.

Around the world, we are observing how businesses and all kinds of organizations are beginning to develop collaboration systems that go way beyond open innovation. It involves the combination of abilities (assets) of businesses in very different sectors with the final goal of generating new products, services and processes that don't appear in normal circumstances. Originally, many of these co-innovation projects resulted from a chance meeting; typically two executives meet by chance after not having seen each other in a long time and decide to explore an event together. But in other cases, businesses develop specific methodologies to co-innovate systematically. Co-society® has documented dozens of examples of both chance and systematic co-innovation in the world. One of the obvious reasons why collaboration exists between companies is because there has always been "more outside than inside". Whatever a company does and whatever a company knows, the knowledge available to it in the outside world is always greater than its own knowledge. Moreover, the solution to increasingly complex problems today requires greater peripheral vision. Ways of seeing, ways of solving and ways of convincing must be combined.

The inbreeding of organizations has to be overcome because it stifles the creativity to cope with increasing complexity. Companies must, therefore, combine their knowledge in order to prosper.

The combination of knowledge can notably increase the efficiency of business processes. But, also, at Co-society® we are convinced that the discovery and design of blue oceans (new categories of products and services that take the market by surprise) will be facilitated by the interaction of businesses from different sectors. For this, we must create trusted environments that allow the power of the "competitive advantage" to shift to the "collaborative advantage".

The goal of Co-society® is to turn into a reference in co-innovation, creating conditions and tools that their fellows need to think up new products and services. Wanting to collaborate was before a sign of good education; now it is perhaps a question of good economics, business efficiency, and even social well-being.

**LET'S
CO**

**NEW
BLUE
OCEANS**

**CATALYST
FOR CHANGE**

**SYSTEMATIC
BUSINESS
INTERSECTIONS**

CO-ECOSYSTEM

**COM
PLEX
ITY**

**GENERATE
NEW BUSINESS**

**SMART
INNOVATION
TEAMS**

**PRESENT
IS CO-**

CO-EXAMPLES

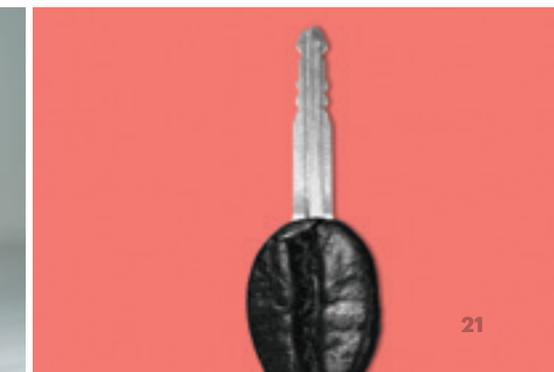
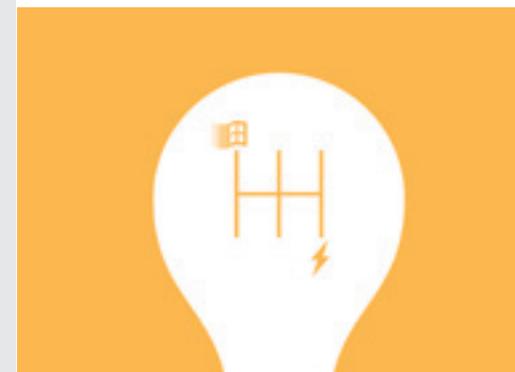
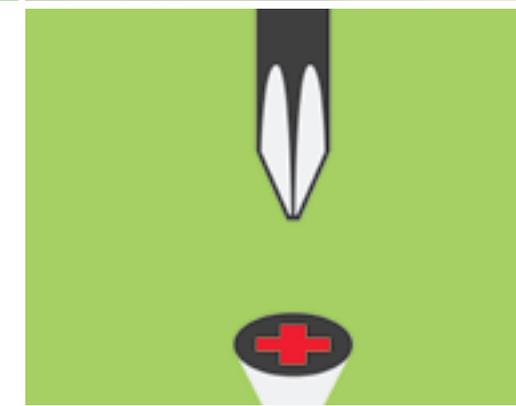
The experience of pioneers allows us to identify the patterns and essential elements of co-innovation.

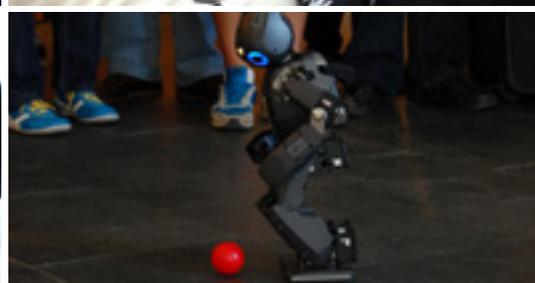
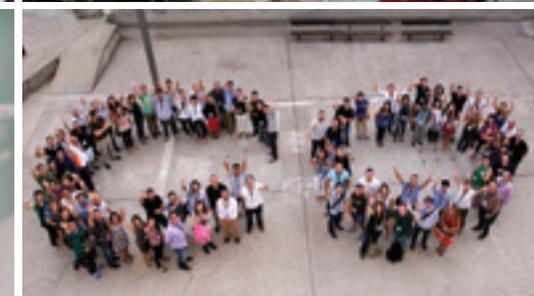
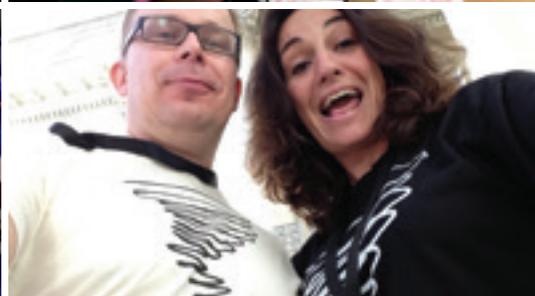
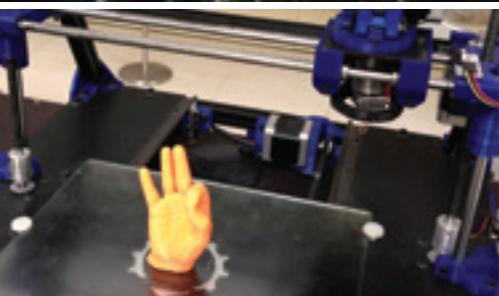
A pioneer start up business in pay solutions via mobile telephone allies itself with an international café chain that is constantly exploring new services to offer its users. A casual encounter between two directives ends up as a project to bring an end to boredom in the gym for women. The collaboration between a sports clothes brand and a multinational entertainments company leads to the development of a new range of products. The unlikely connection between an innovative company specialising in ceramic surfaces and a chef ends up with the creation of a space dedicated to gastronomic and sensorial experimentation, and of the technology necessary to make it possible. A surprising collaboration between a surgeon and a metallurgy company allows for the development of new instruments and new techniques in the treatment of congenital deformities. What do a company producing office products and a specialist children's hospital have in common?

The combined knowledge of two such organisations leads to the development of new products and services, such as an ergonomic school backpack. With a single act of collaboration a global brand succeeds in creating a new decorative ornament, and

finds a recycling solution for its PVC packaging at the same time. Collaboration can unite sectors that are seemingly as unrelated as a car manufacturer and a brand of coffee, but it becomes a business strategy when the future of one company depends on the know-how of the other, as can be seen in the necessary collaboration between the electrical vehicle industry and the software platforms responsible for managing the information systems incorporated into those vehicles. Such collaboration is a mutually indispensable* exercise in the face of the new generation of telematics services, that includes the management of energy and GPS systems, and other multimedia technology.

The experience of such examples of collaboration results in patterns that we can use as reference: knowing a potential collaborative partner well; recognising their strong points, learning from them, and allowing either party to do the work where their skill lies; establishing a clear objective right from the start; evaluating results constantly throughout the process; and ensuring that the client receiving the end service understands this collaboration as an added value and not merely as a commercial operation.





CONNECTING SMART TEAMS IN DIFFERENT INDUSTRIES TO GENERATE NEW BUSINESS.

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