Contribution ID: 10

Key co-creative building blocks for innovation ecosystem success

Wednesday 14 December 2016 15:30 (15 minutes)

Input is needed from stakeholders to build innovation ecosystems, with ecosystem players being interdependent. In her talk Pauliina Mattila, Coach at Design Factory Melbourne argues that engaging and co-creating on several levels of the ecosystem requires shifting from transactional collaboration to a more co-creative process.

Presenter: Ms MATTILA, Pauliina (Design Factory Melbourne, Swinburne University of Technology)

Session Classification: Open Collaboration Day