Value co-creation and social innovation: the example of living labs

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Abstract

Objective
Enrich the model of value co-creation processes at work in living labs, defined as engagement platforms (Leclercq et al., 2016). Their specificity is to integrate heterogeneous stakeholders in a social innovation process.

Methodology
Study of four cases of living labs (triangulation of interviews, observation and documentary data).

Results
Understanding the process of co-creating use, exchange and social values through living labs.
Unveiling the frailty of multi-stakeholder co-innovation in living labs.
Highlighting organizational conditions (governance and hybrid resources) to ensure value creation for all stakeholders, a condition for long-term commitment.

Managerial implications
Identify the organizational favorable or unfavorable conditions to value co-creation in a multi-stakeholder social innovation process.

Originality
This research highlights the importance of organizational conditions in the process of multi-stakeholder value co-creation within a type of social innovation device, the living lab.

Keywords: social innovation, living lab, value co-creation, governance, engagement platform.

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