

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

Ingrid Fasshauer

Gustave Eiffel University – Laboratoire DICEN-IDF (Paris, France)

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.

Acknowledgments

I would like to warmly thank the anonymous reviewers and coordinators of this issue for their invaluable advice, which has contributed to the quality of this text.

To contact the author: ingrid.fasshauer@univ-eiffel.fr

Fasshauer I. (2022), Value co-creation and social innovation: the example of living labs, *Décisions Marketing*, 108, 223-237.