

# AWAKE Masterclass:

Unlocking the Power of Value Co-Creation in Arts and Wellbeing Businesses

Dr Kristiina Urb [www.kristiinaurb.com](http://www.kristiinaurb.com)



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# AWAKE Masterclass

## Arts & wellbeing + value co-creation

1. Why businesses should collaborate and co-create value with creative industries (CCIs)
2. How to collaborate and co-create value: Valuable tools for businesses to use
3. Case by ArtWave
4. Let's try out the tools (group work or individual work in Miro)
5. Reflections via Menti

QR code for slides:



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# Dr Kristiina Urb (PhD)

[www.kristiinaurb.com](http://www.kristiinaurb.com)

- Creative industries (CCIs) researcher and expert with over 15 years of experience in the field.
- I consult various CCIs organisations and have helped CCIs SMEs benefit from more than 1.5 million euros.
- I research the field to create new solutions and work with different universities.
- I participate in many European projects to contribute to developing the CCIs.



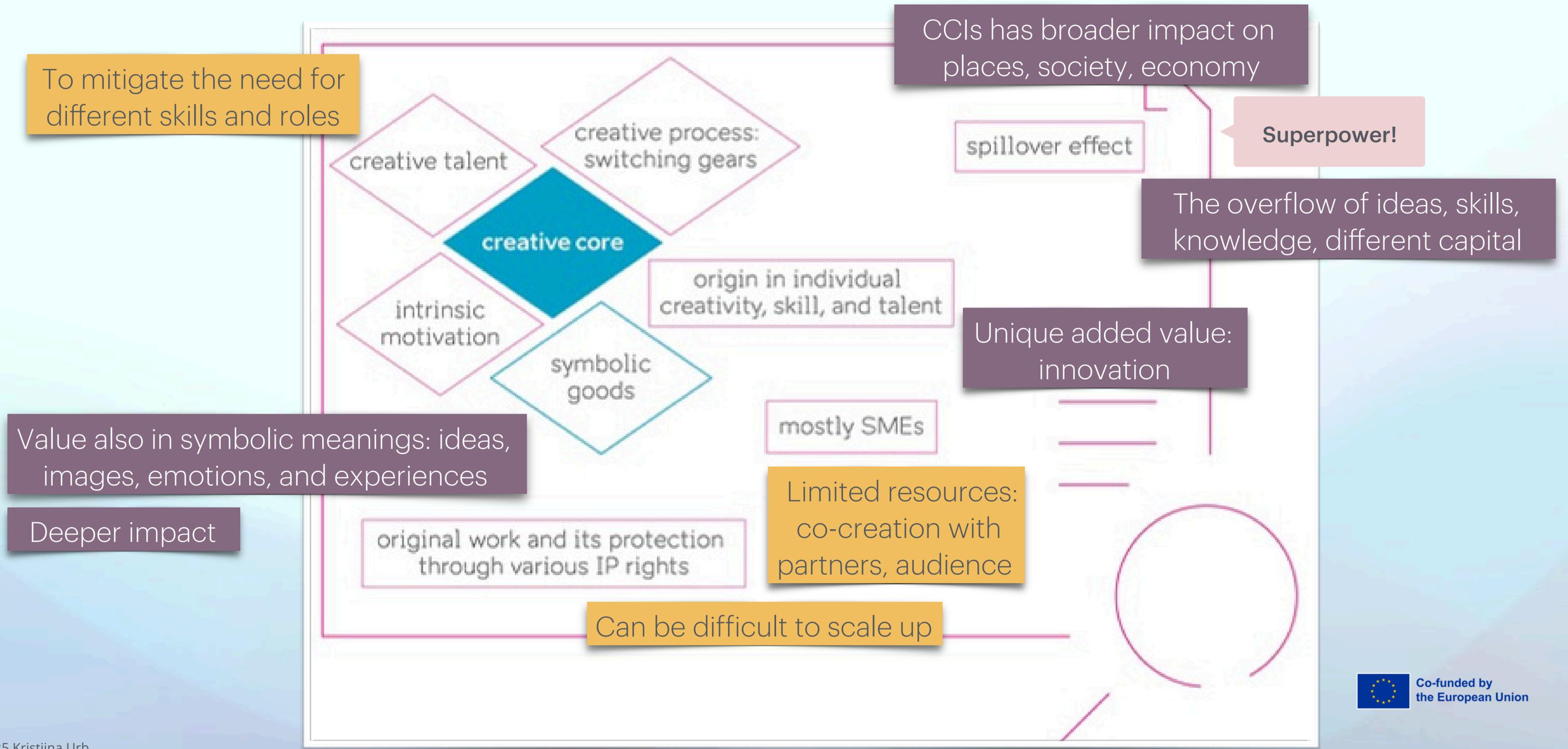
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Why should businesses collaborate  
and co-create value with CCIs?



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# The CCI lens: what makes CCIs different from other industries



# Example:

## Encouraged EU-level collaboration for value co-creation

A.Problem: CCIs organisations are often small and have limited resources.

B.Potential: Arts sector can contribute to much needed innovative solutions to wellbeing sector (especially during current mental health crisis).

C.Solution: EU Creative Europe program (<https://culture.ec.europa.eu/creative-europe>) funds cooperation projects where at least 3 partners collaborate. Objective is innovation, including culture's contribution to health and wellbeing.



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key takeaway

CCIs businesses need to collaborate with other businesses to create much needed innovative solutions, including in arts & wellbeing.



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# Tools for businesses to use for value co-creation



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We know true collaboration  
happened when the idea can  
no longer be traced to  
one person.

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@simonsinek



Rulebooks  
tell people what to do.

Frameworks  
guide people on how to act.

Rulebooks  
insist on discipline.

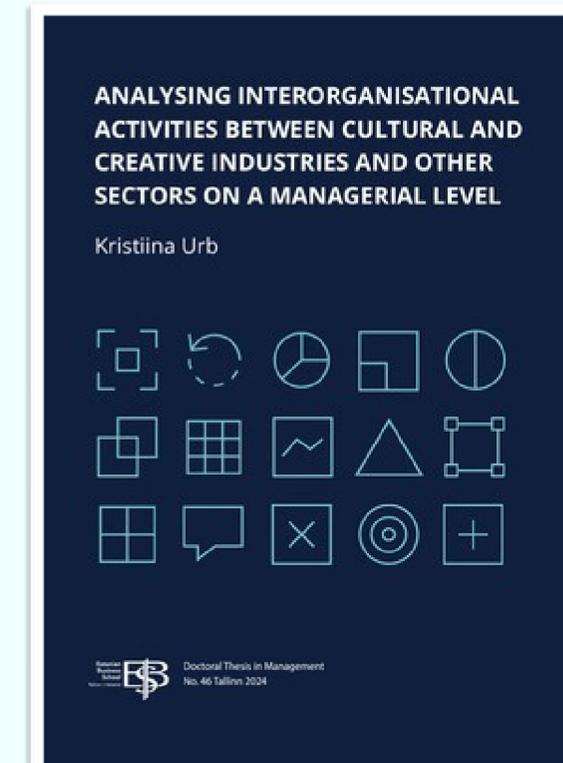
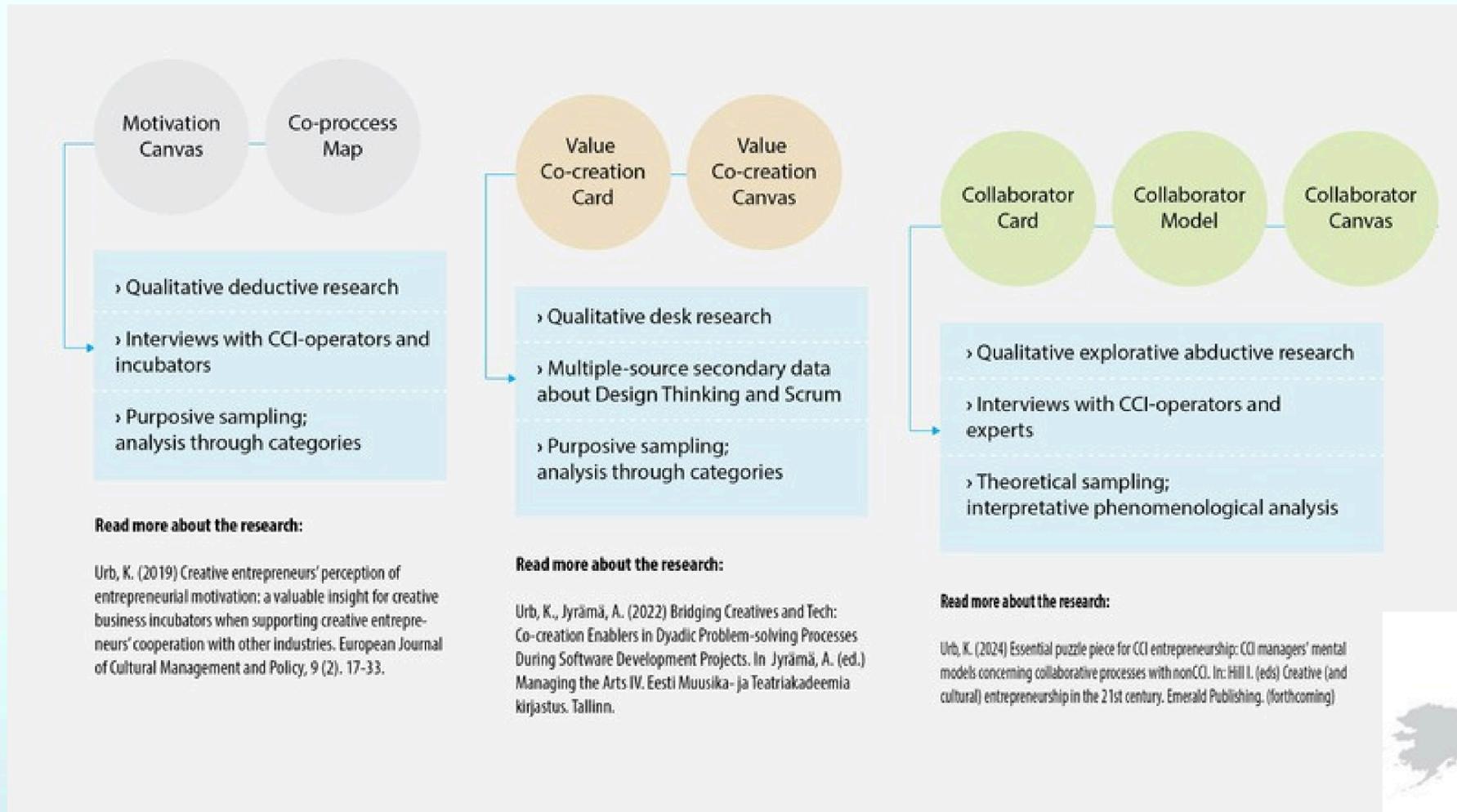
Frameworks  
allow for creativity.

@simonsinek



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# My value co-creation framework is rooted in over 6 years of research



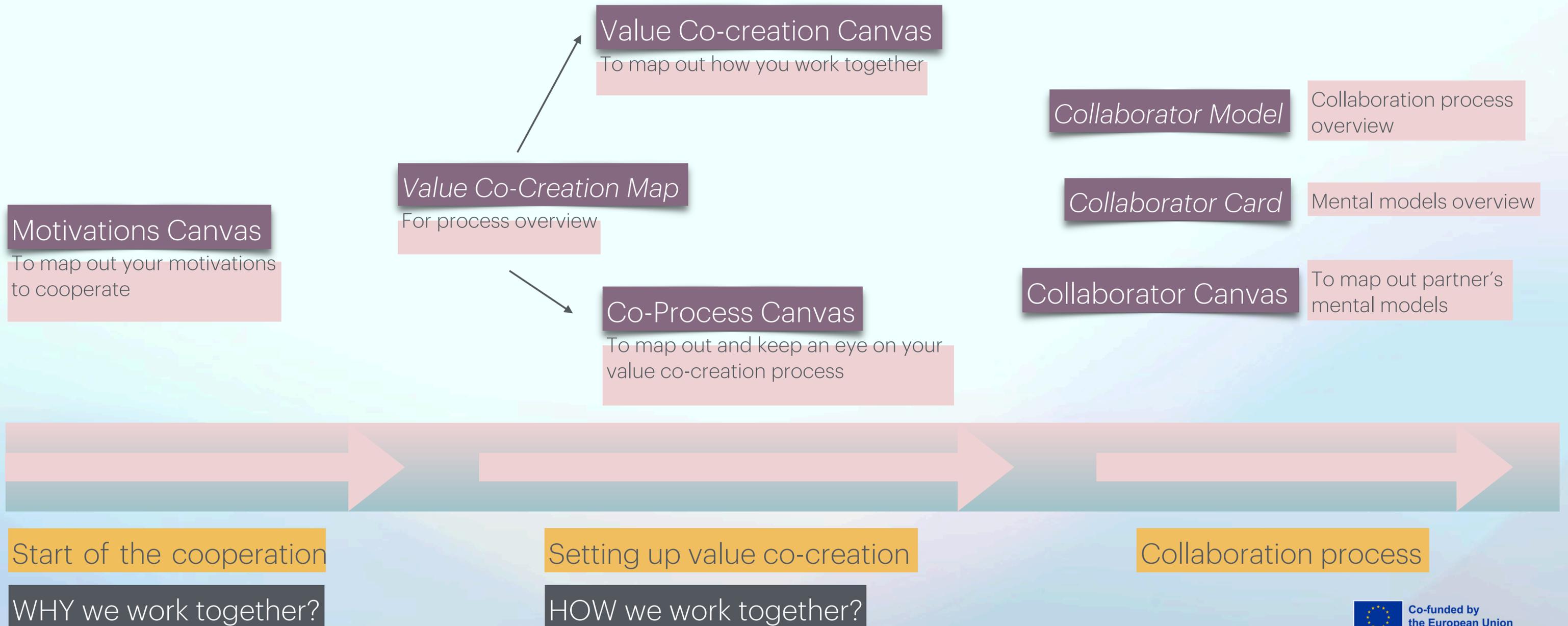
More information:  
<http://www.kristiinaurb.com/texts-and-talks.html>



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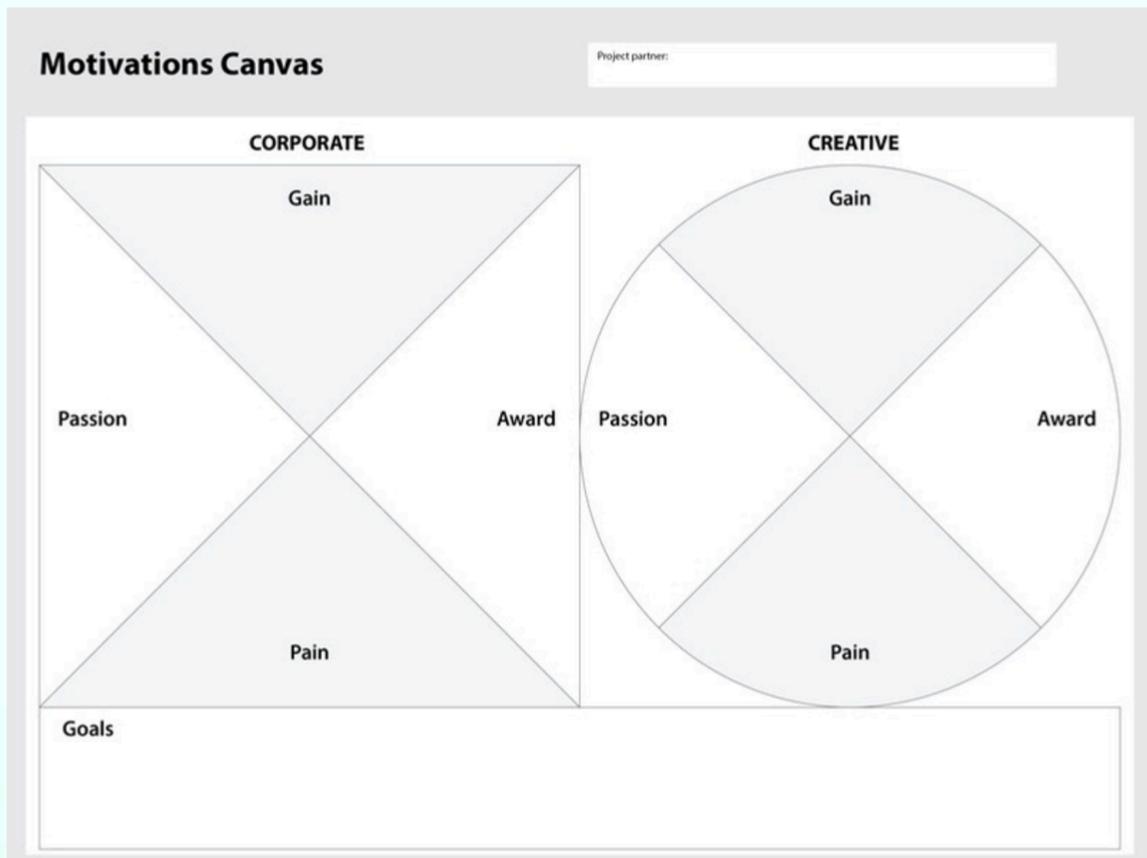
# The right tools at the right time

Canvases for the main work  
*plus supportive tools*



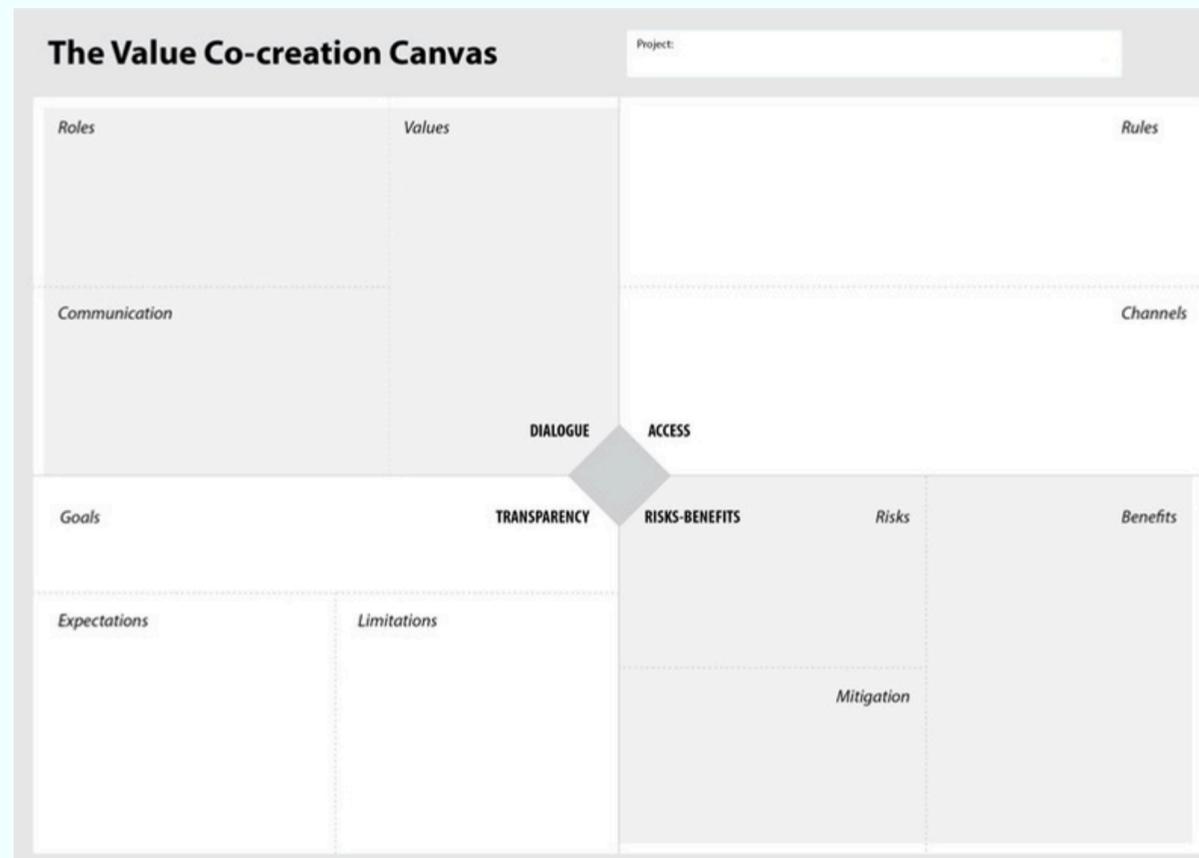
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To map out your motivations to cooperate



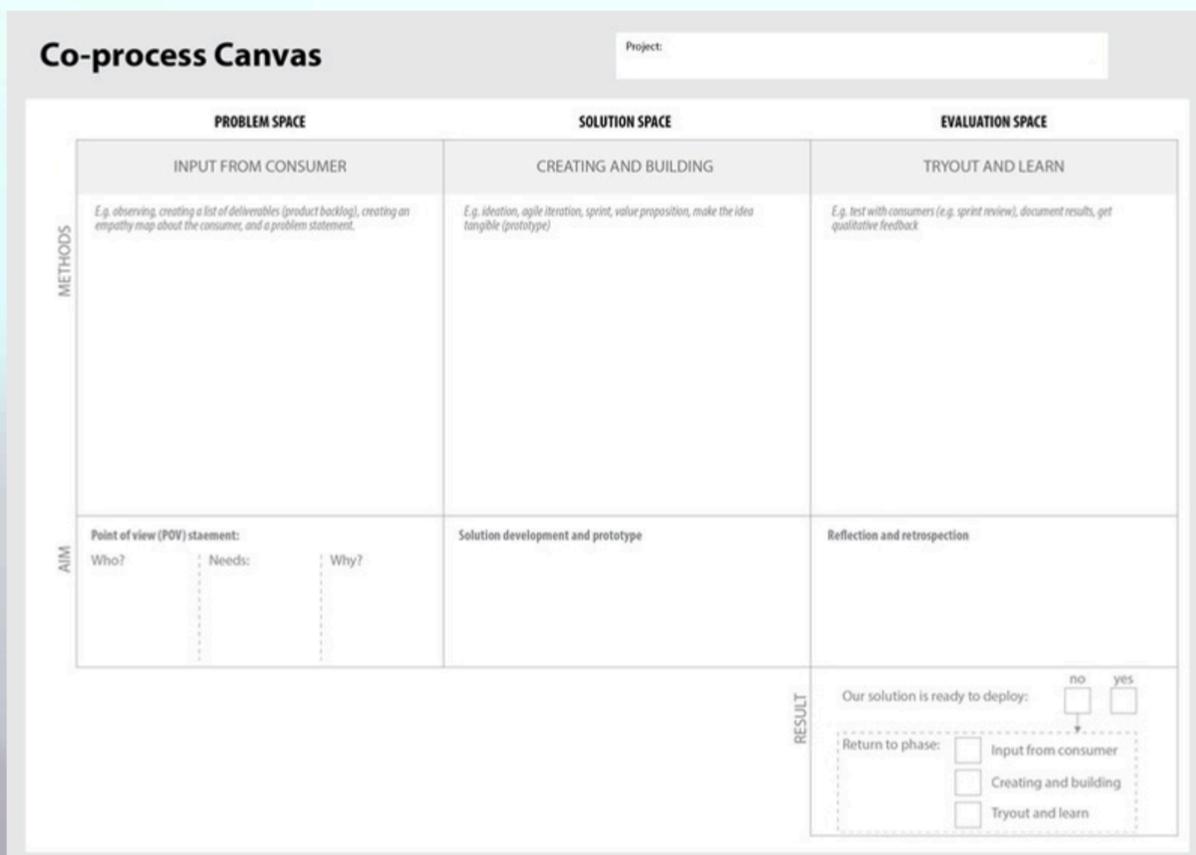
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To map out how you work together



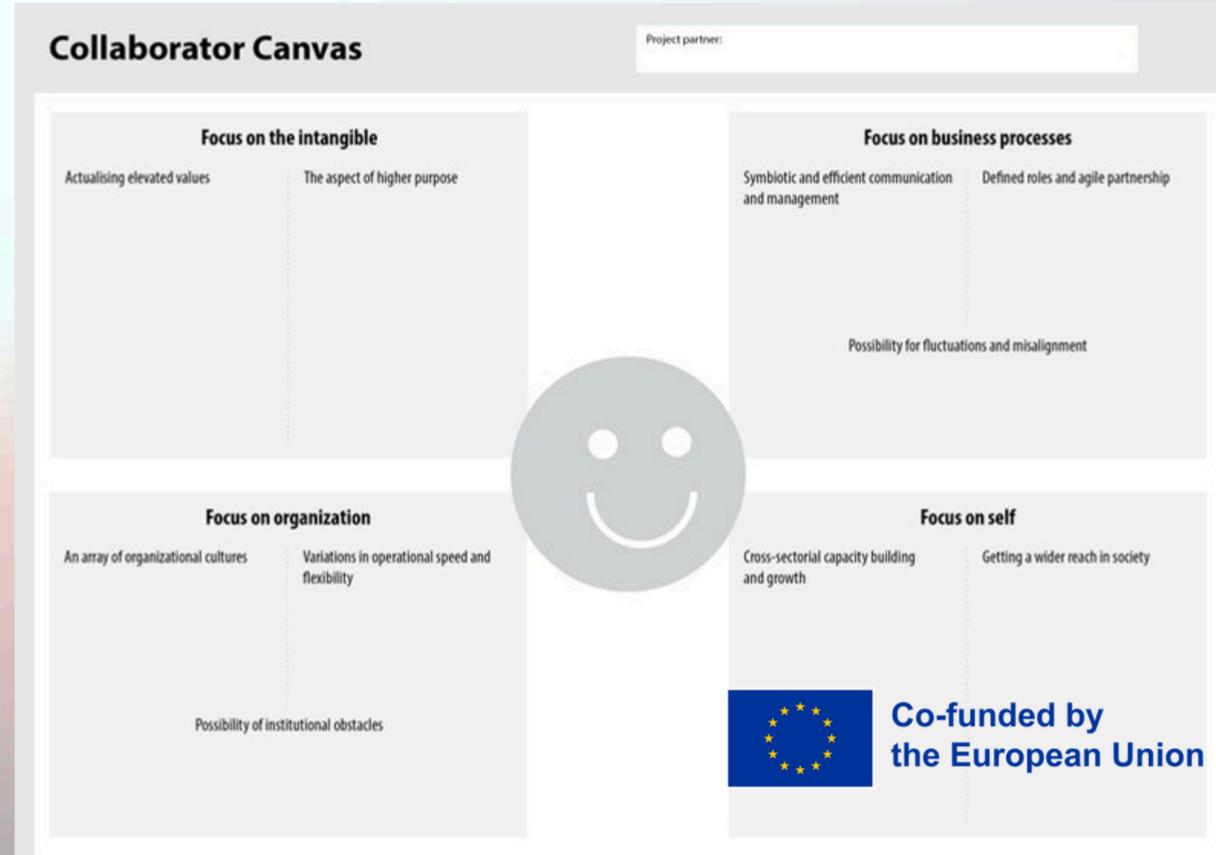
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To map out and keep an eye on your value co-creation process

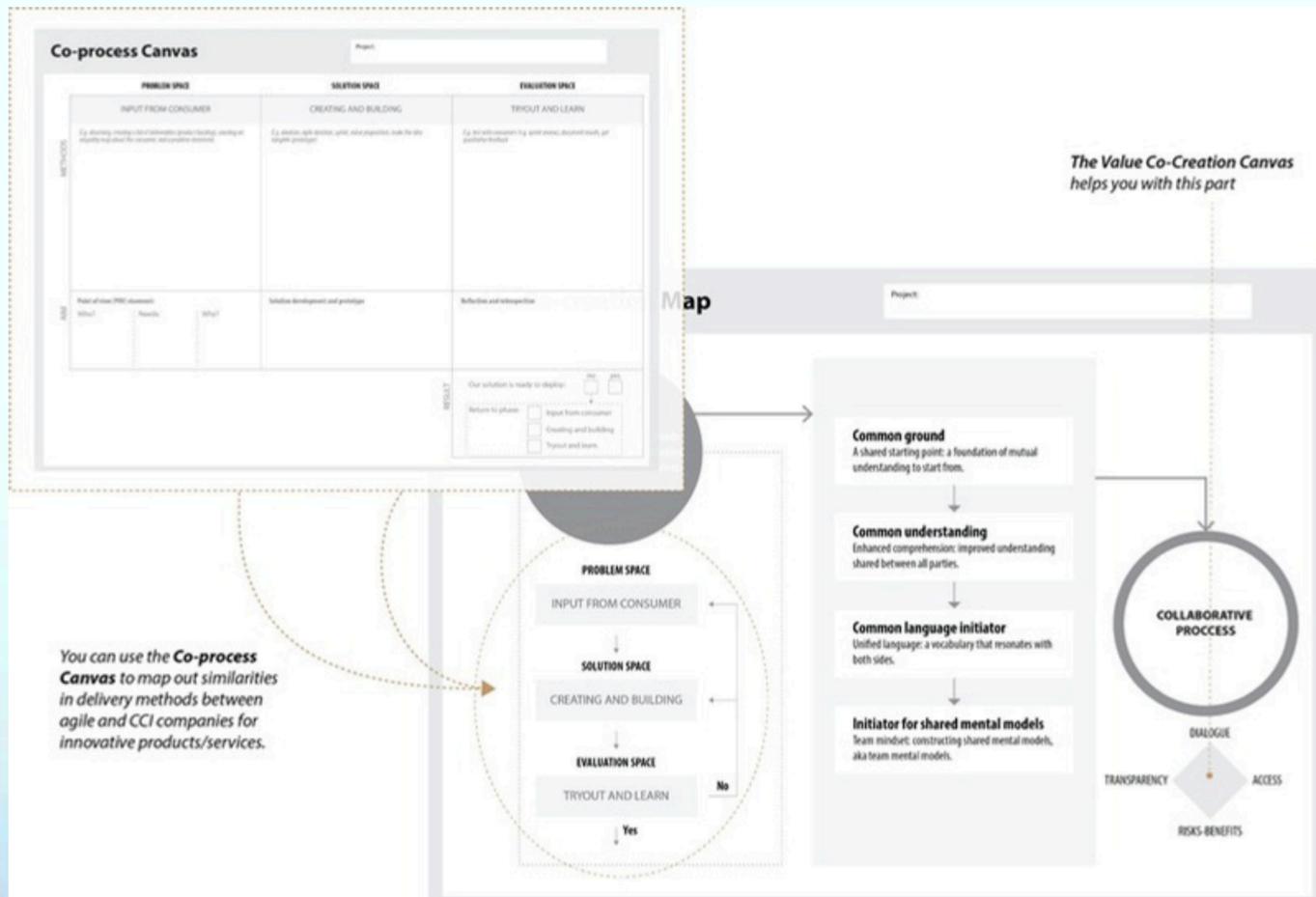


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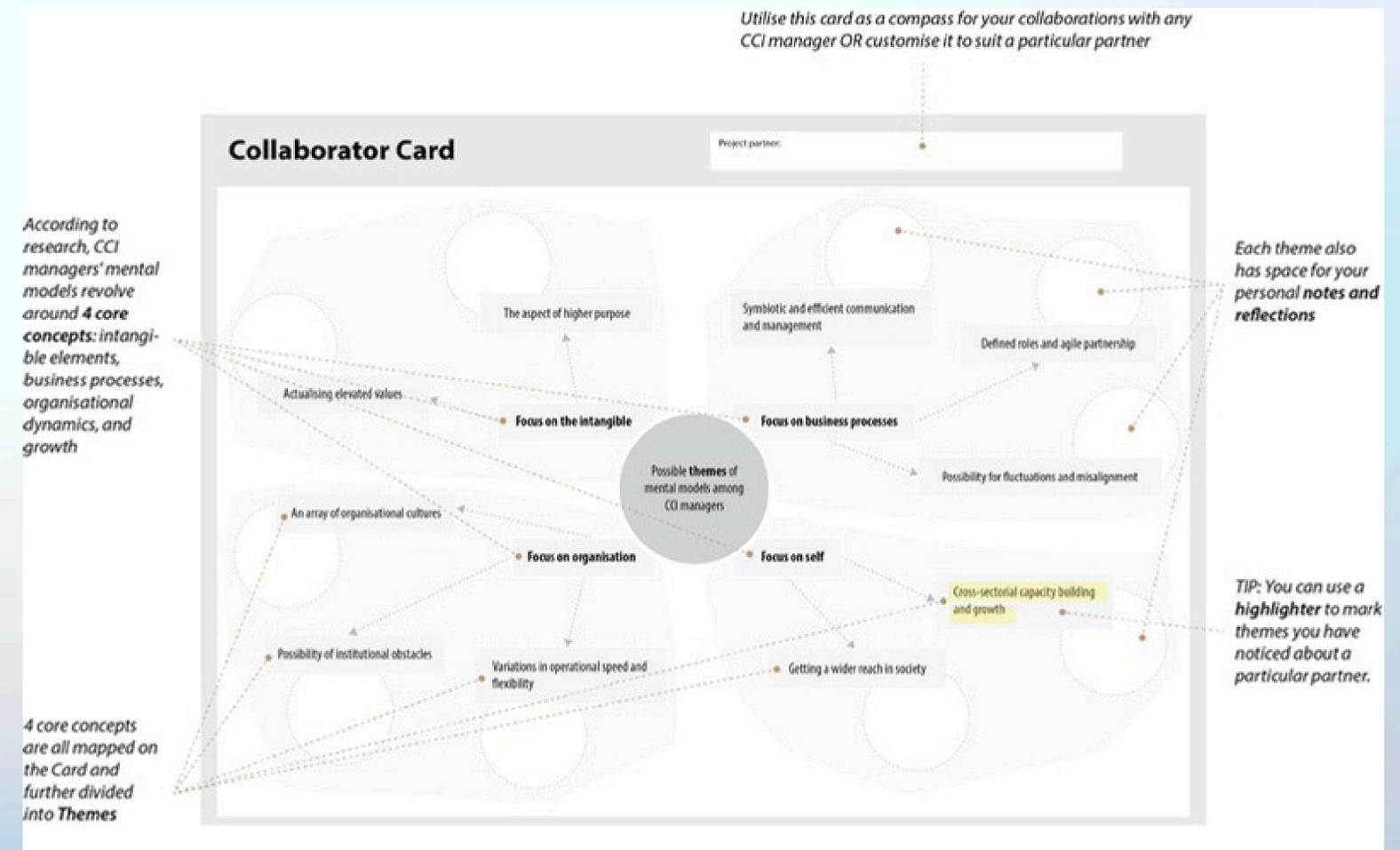
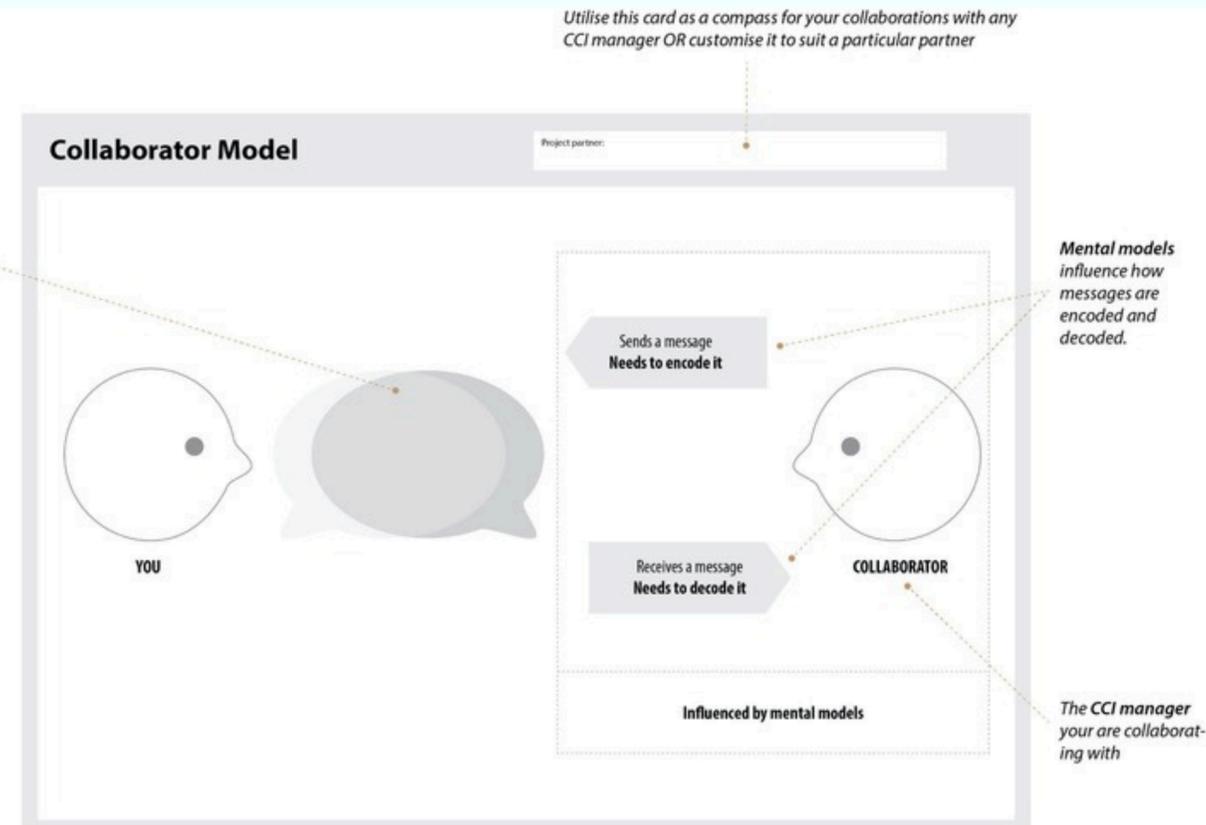
To map out partner's mental models



# Supportive tools

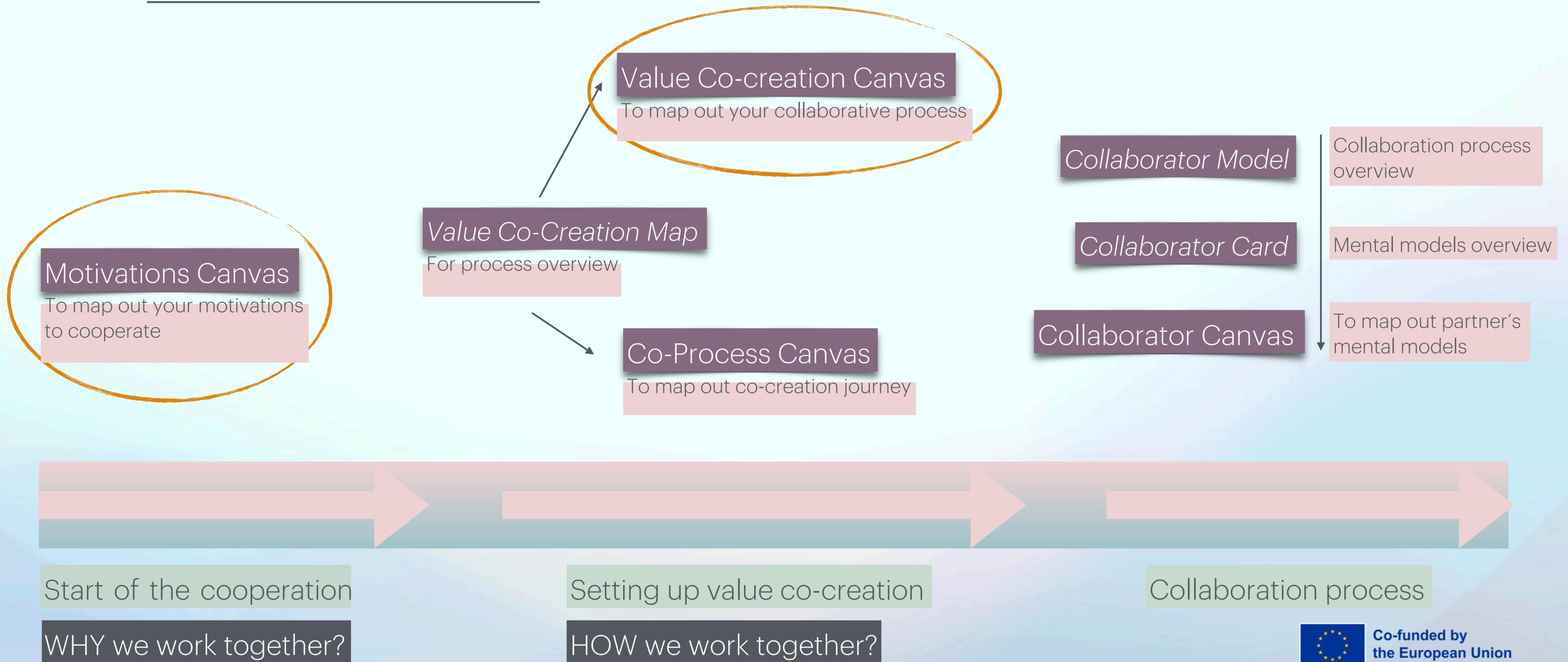


Various communication situations, e.g. project kick-off, progress updates, resource allocation, problem-solving, change requests, quality control, timeline adjustments, risk management, contractual matters, and performance evaluation.



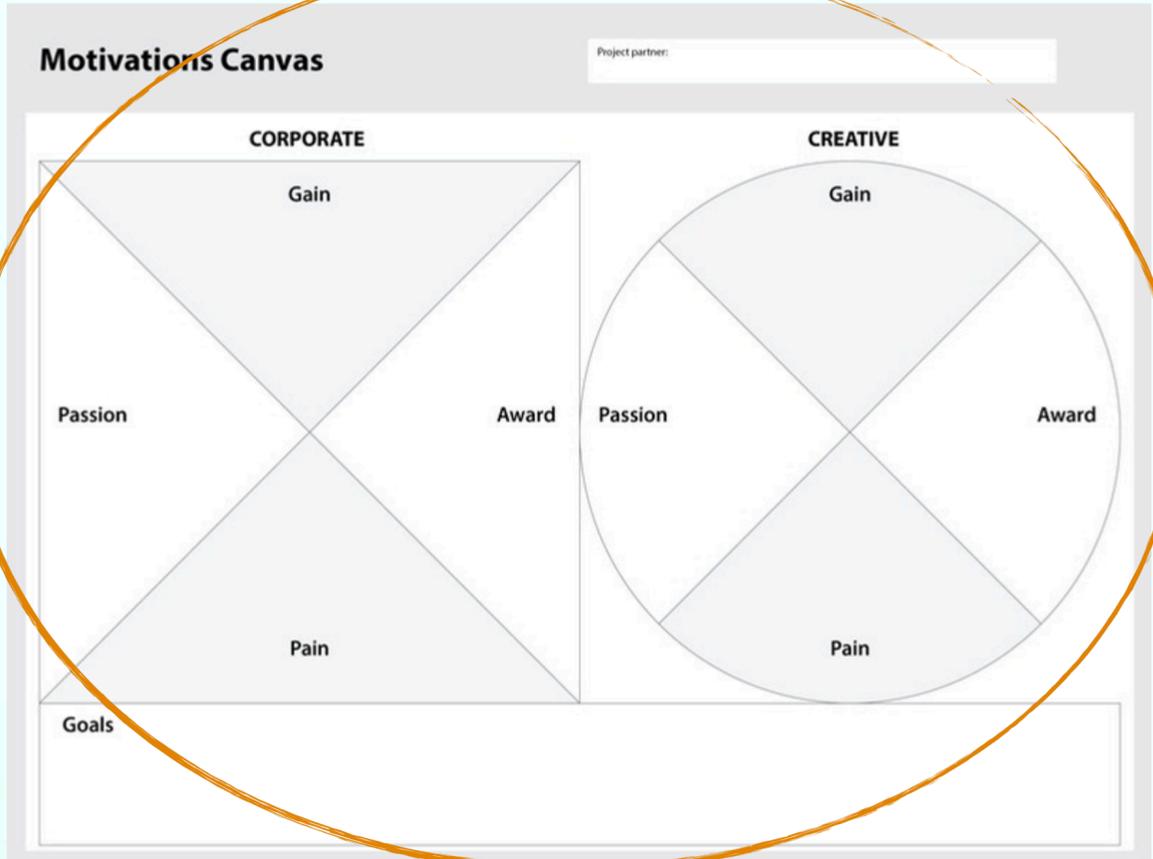
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# Today's focus:



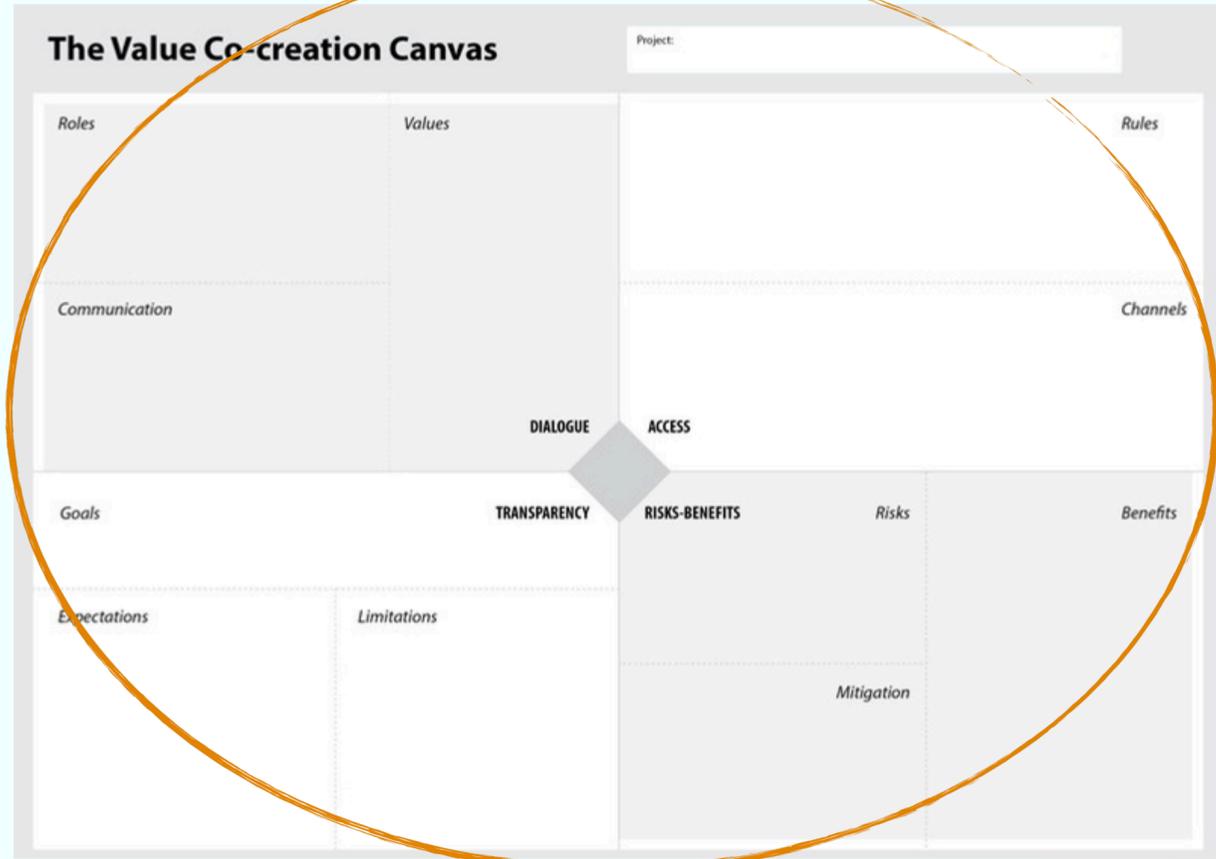
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To map out your motivations to cooperate



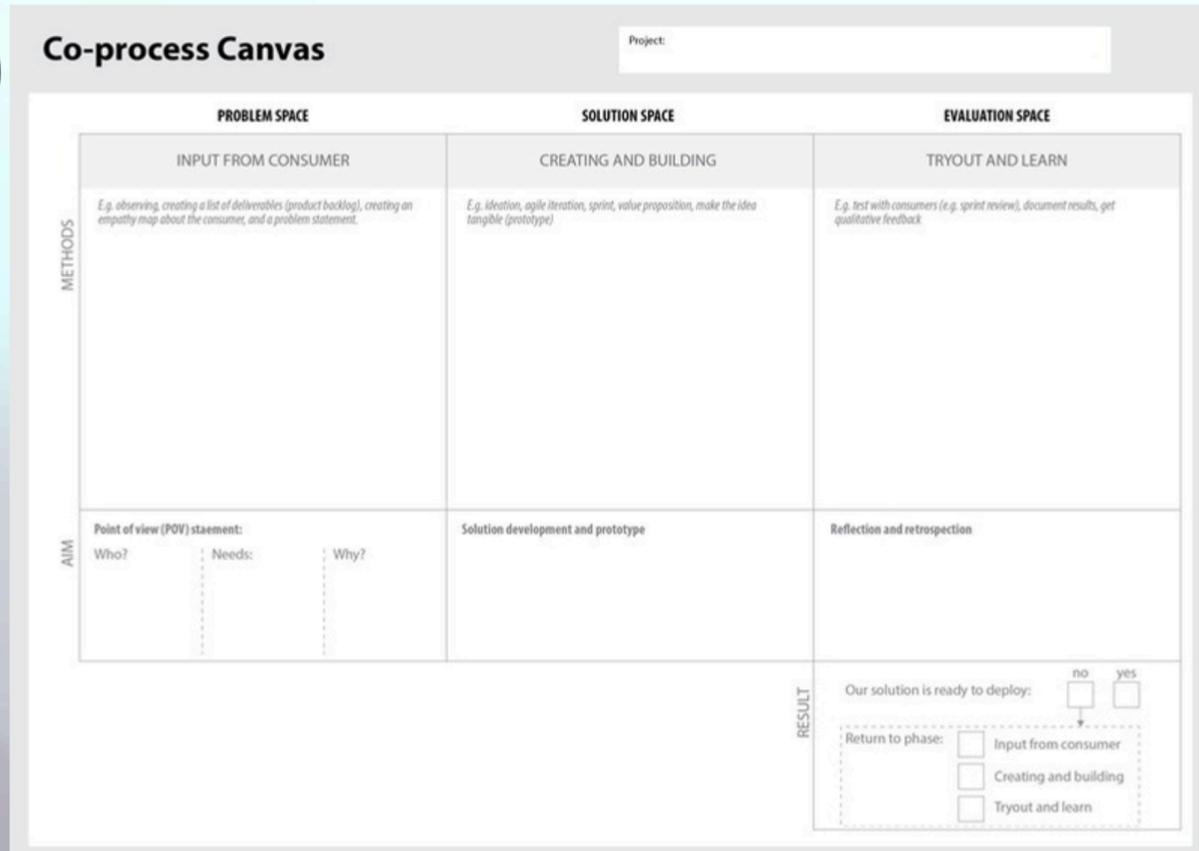
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To map out how you work together



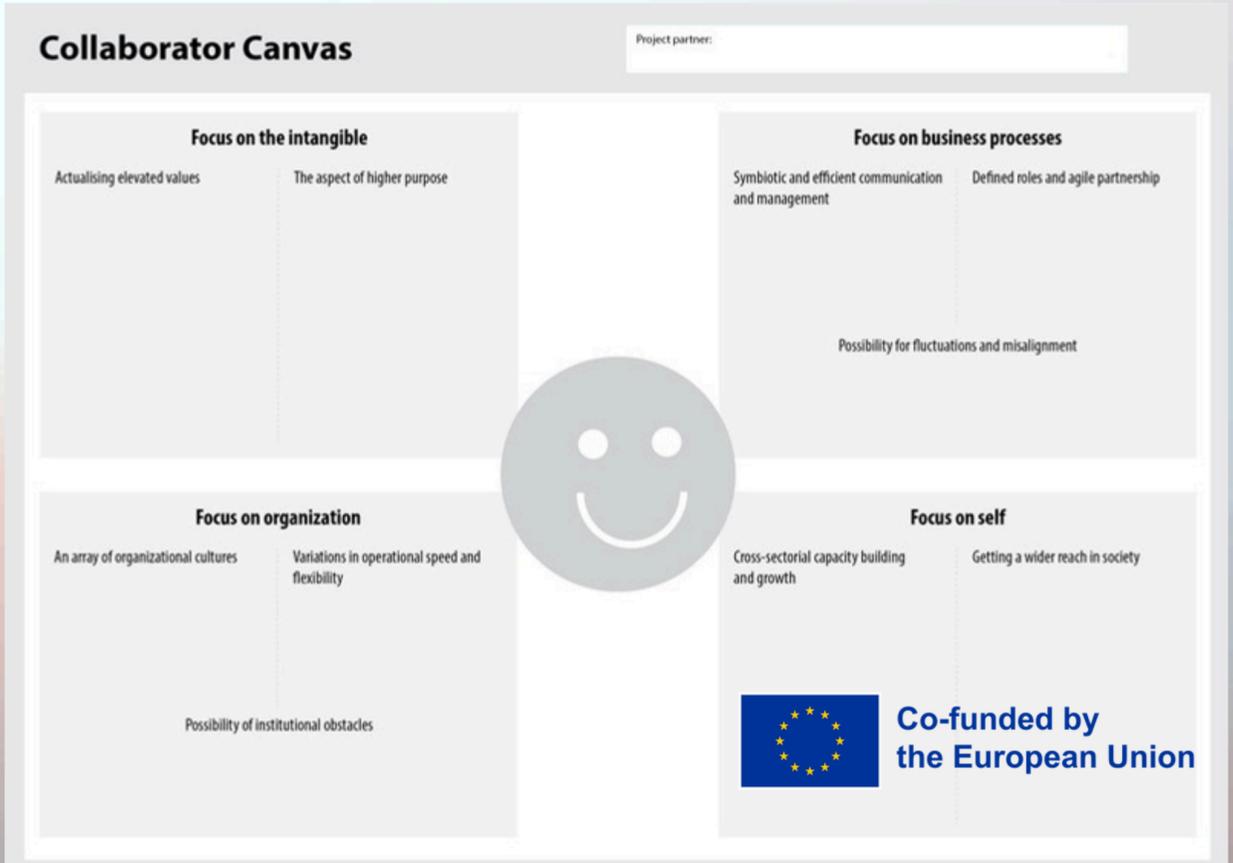
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To map out and keep an eye on your value co-creation process



4

To map out partner's mental models

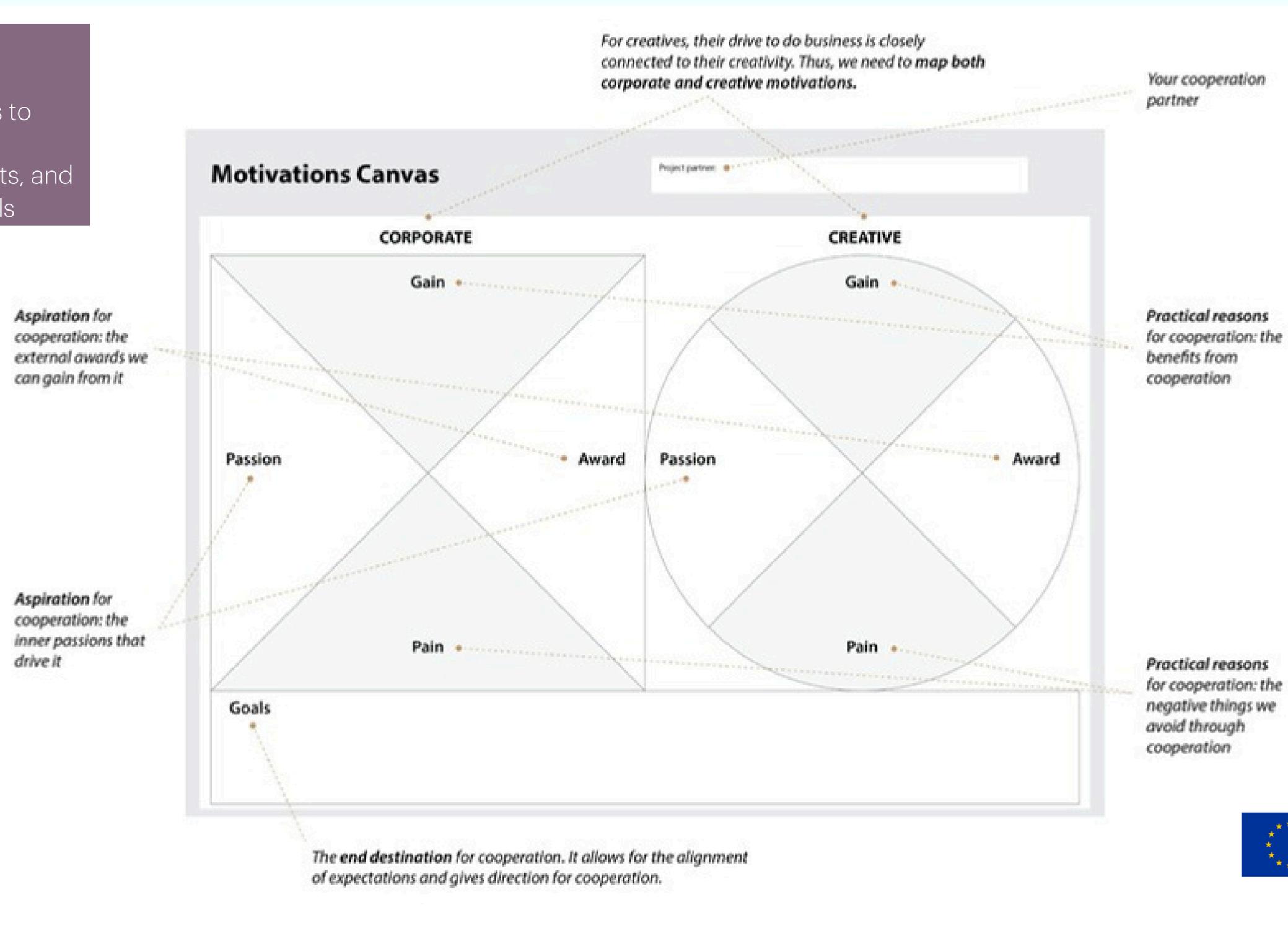


# Motivations Canvas

Preparations: use at the beginning of the process to understand why you should work together

## Why it's helpful?

- Helpstounderstand whatmotivates partners to cooperate:
- to avoid possible conflicts, and
  - to set common goals



## How to use it?

Use post-it notes and map out key insights, ideas, and observations related to each section and component. It makes it easy to rearrange your insights if necessary.

Process is important: create safe space to facilitate open discussion and brainstorming



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# Example

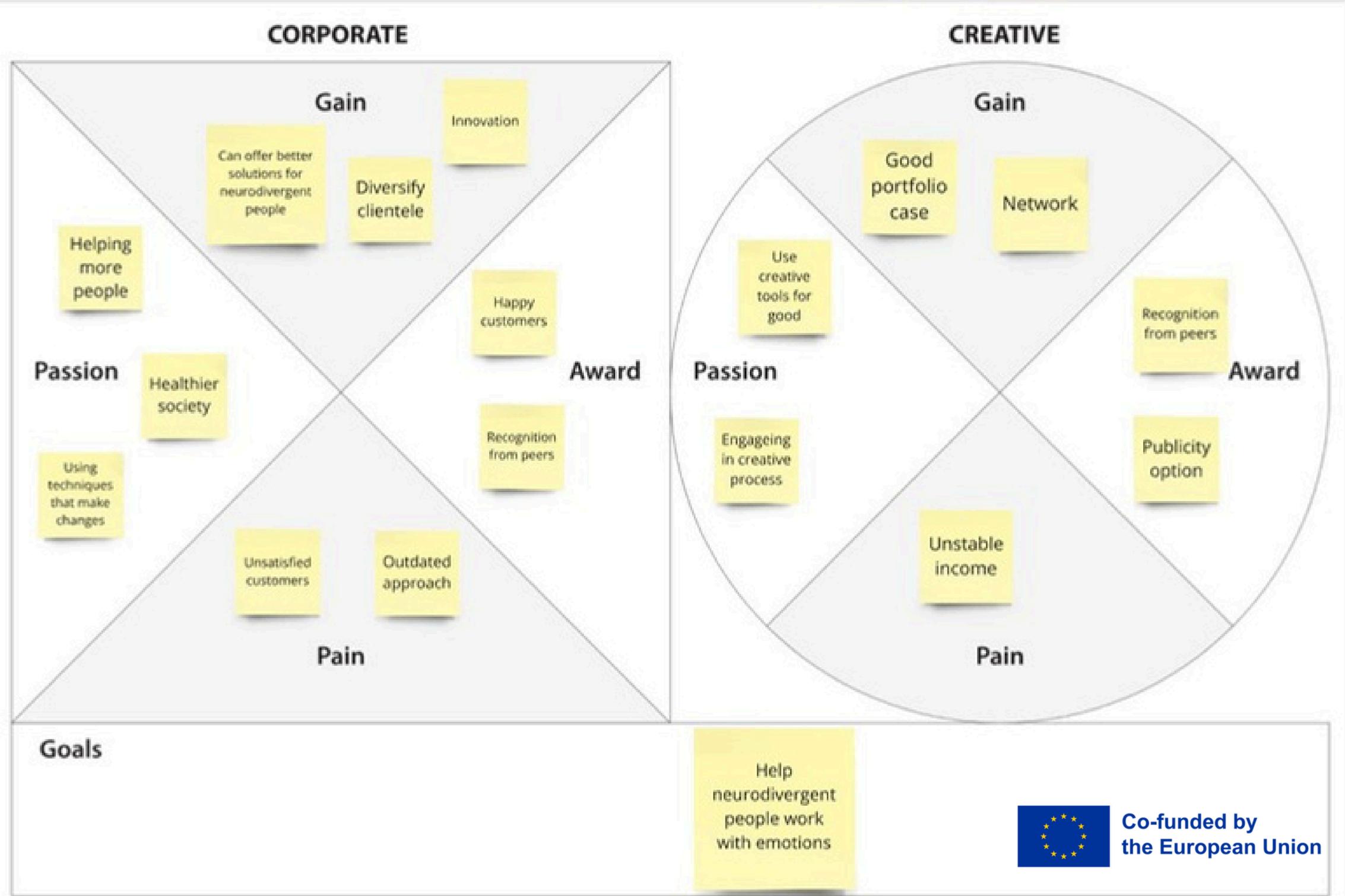
## Motivations Canvas

© Dr Kristiina Urb

Project partner:

Mental health center

Painter



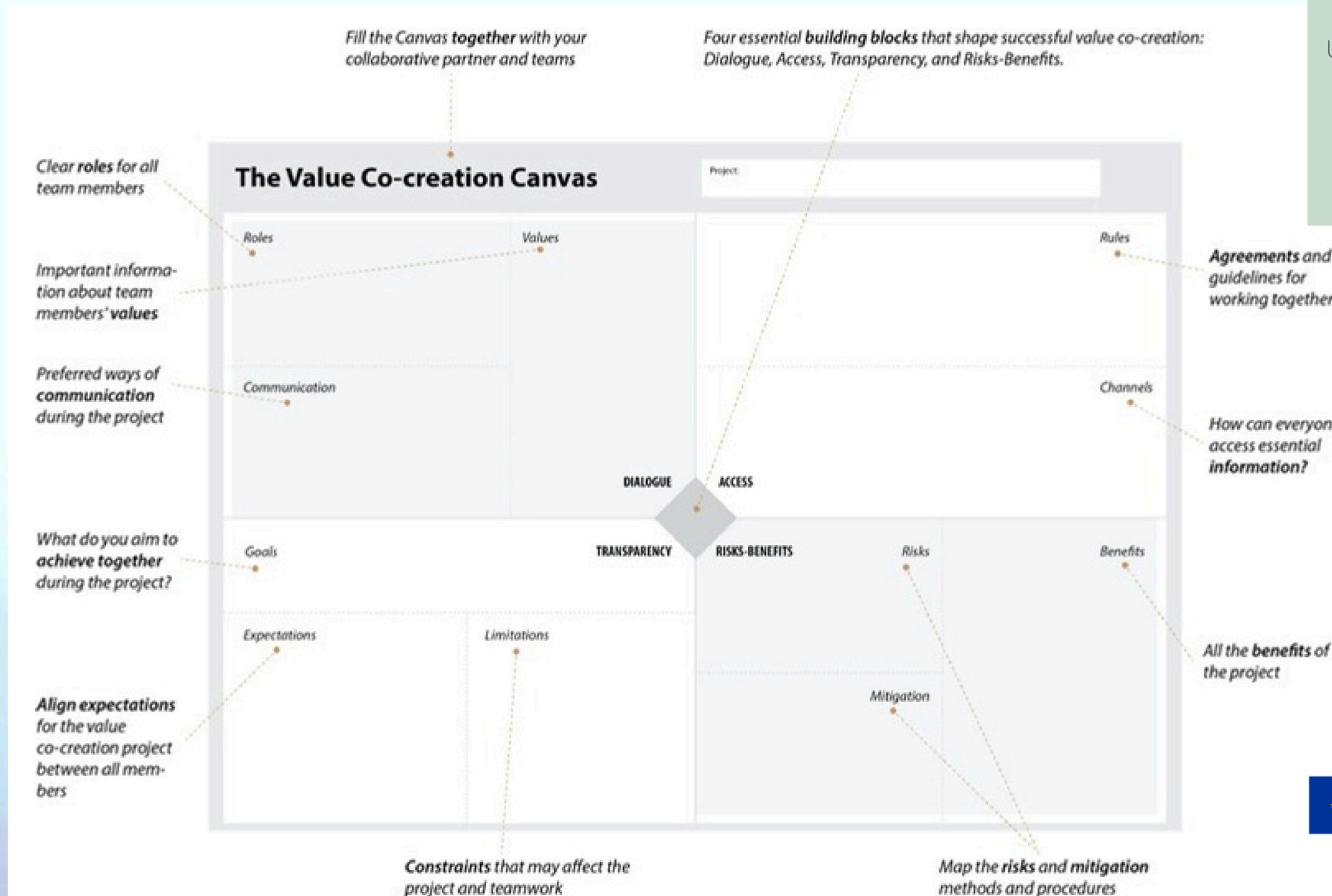
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# Value Co-creation Canvas

At the start: use at the beginning of your value co-creation project proposal

## Why it's helpful?

Helps partners to discuss and agree on how you're going to work together during your value co-creation process:  
 - important building blocks for a successful value co-creation process



## How to use it?

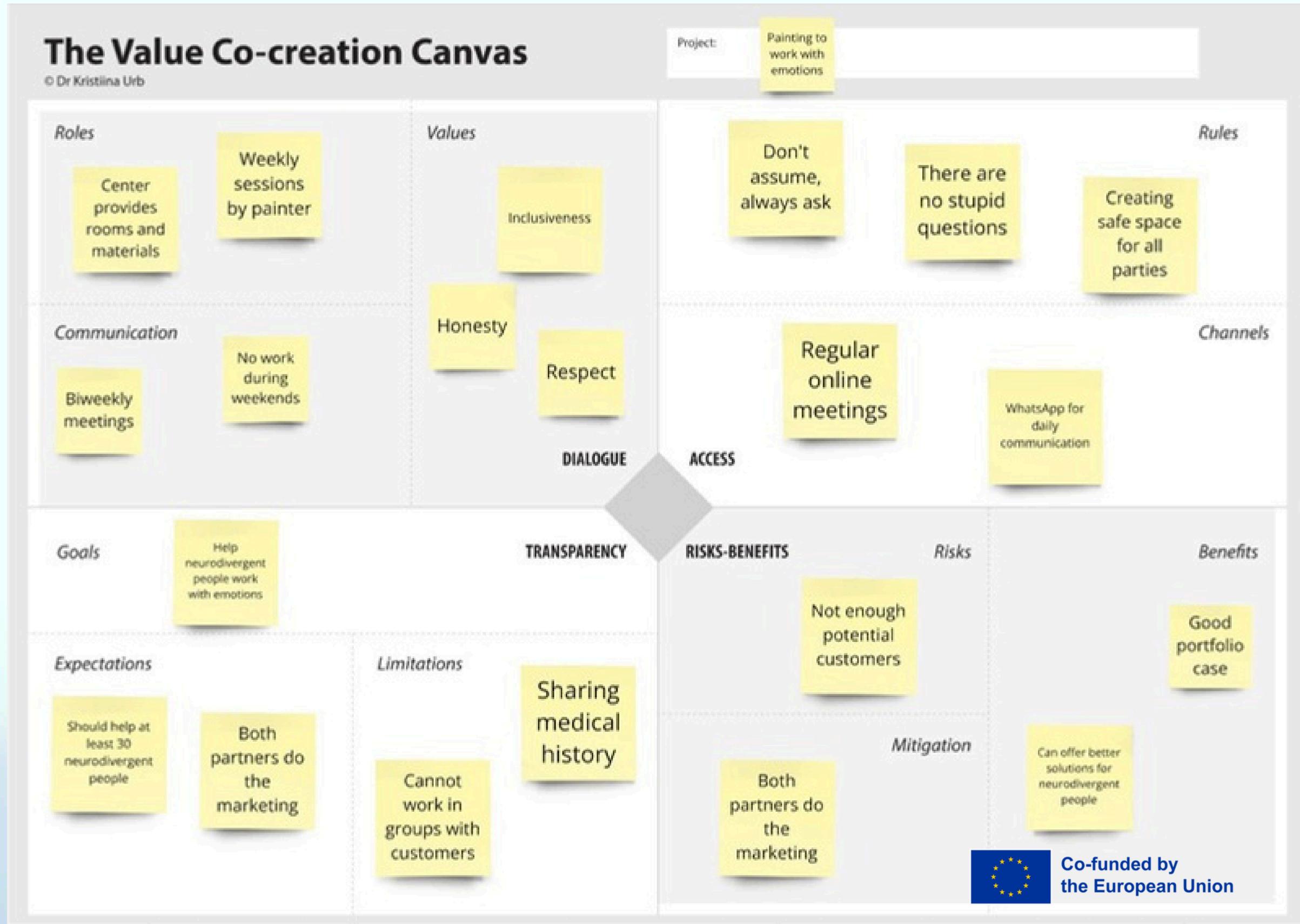
Use post-it notes and map out key insights, ideas, and observations related to each section and component. It makes it easy to rearrange your insights if necessary.

Process is important: create safe space to facilitate open discussion and brainstorming



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# Example



key takeaways

These tools allow strategic framework for your arts and wellbeing projects to succeed.  
The process is as important as the end-result: open discussions.



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[www.collaboratewithcci.com](http://www.collaboratewithcci.com)

Sign up to receive more information and all the tools when launched



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# ArtWave experience



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# Some reflections

- Research shows that cross-sectorial collaboration between CCI and nonCCI is crucial for growth and innovation.
- Research also shows that the CCI have the capacity to reshape narratives, challenge stereotypes, and amplify the voices of marginalised groups.
- These are the competencies we need to face current global challenges like climate change and artificial intelligence.
- Thus, we need relationships between CCI and nonCCI to capitalise on the benefits of cross-sectorial collaboration.



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# Let's try out the tools

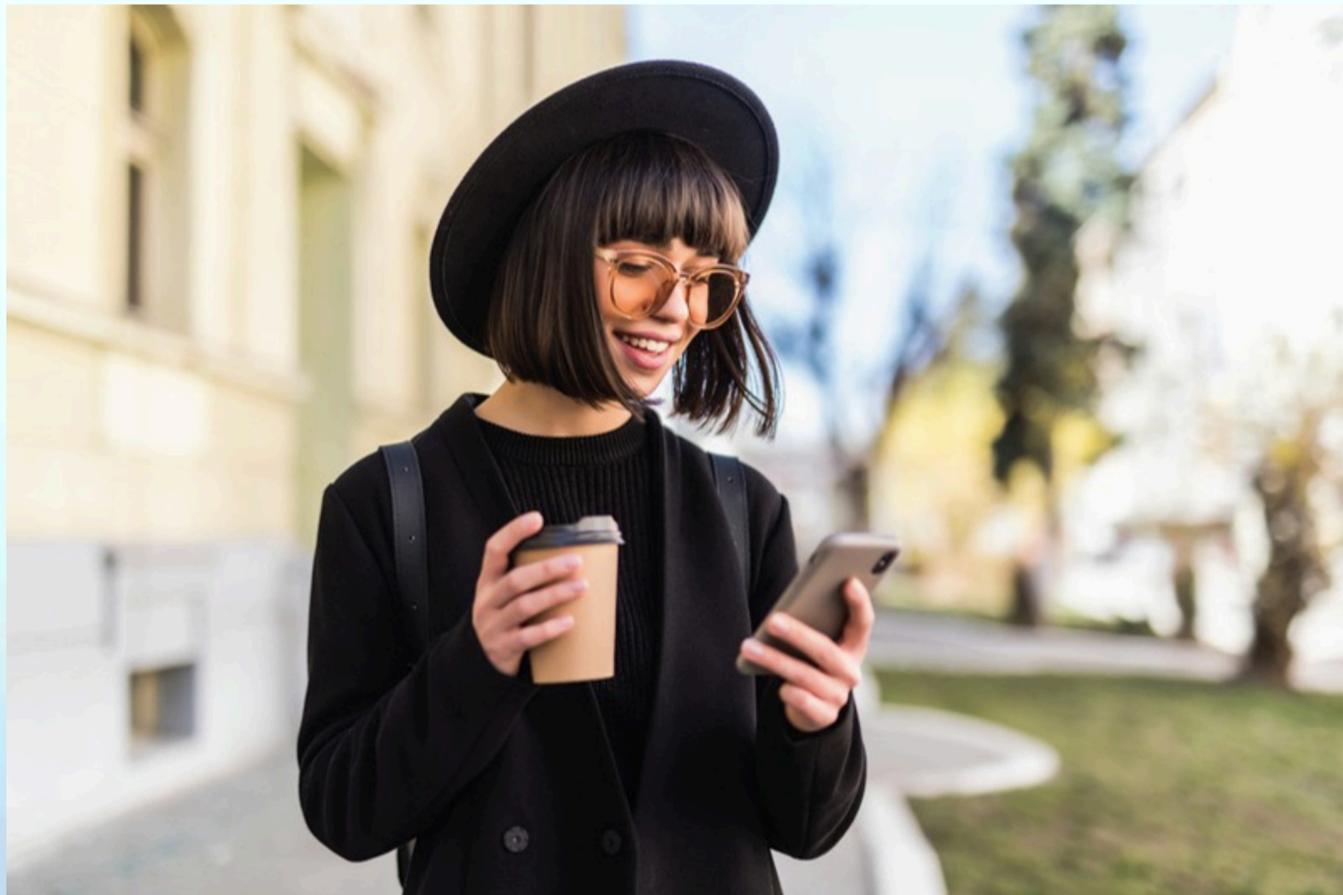
[Link for worksheets in Miro](#)



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# Case example

You can use this imaginary idea or use your own



Big IT company wants to create a wellbeing program for their employees and do it in collaboration with CCI's business (arts). The aim is to improve employees mental health and encourage them to work more in the office and not from home to create better synergy between people.

You can choose if the CCI's business is independent actor / graphic designer / dancer or from some other arts field.



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# Motivations Canvas



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For creatives, their drive to do business is closely connected to their creativity. Thus, we need to map both corporate and creative motivations.

Your cooperation partner

# Motivations Canvas

Project partner: \_\_\_\_\_

**CORPORATE**

**CREATIVE**

Gain

Gain

Passion

Award

Passion

Award

Pain

Pain

Goals

Aspiration for cooperation: the external awards we can gain from it

Practical reasons for cooperation: the benefits from cooperation

Aspiration for cooperation: the inner passions that drive it

Practical reasons for cooperation: the negative things we avoid through cooperation

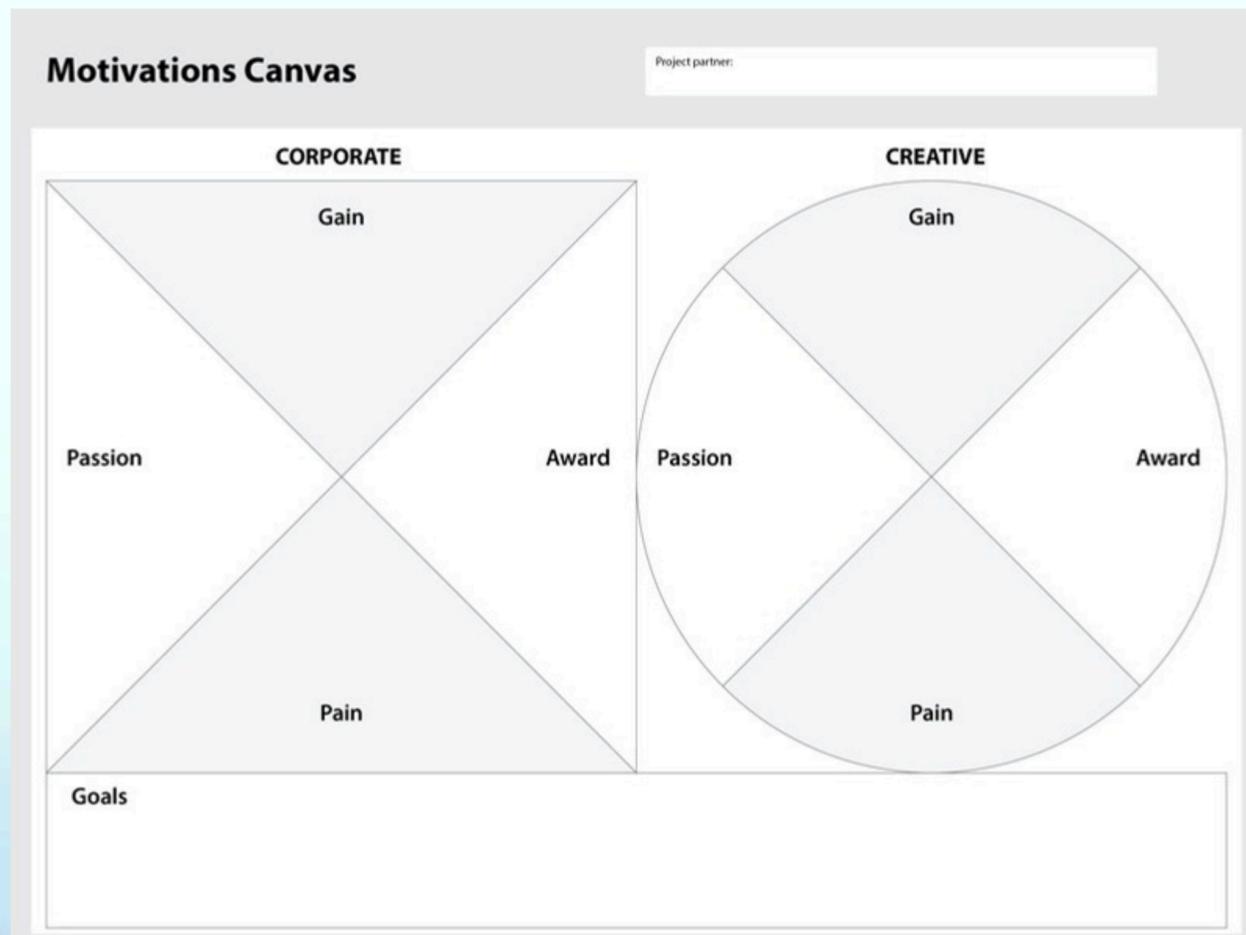
The end destination for cooperation. It allows for the alignment of expectations and gives direction for cooperation.



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# Instructions (1/2)

First, start working on the Motivations Canvas: 20 minutes



- The canvas has 4 main sections - Gain, Pain, Passion, and Award - for your corporate partner (in a square) and for yourself (in a circle).
- Try to not spend more than 5 minutes for each section.
- You can start with the section you prefer and then work through all of them.



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# Value Co-creation Canvas



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Fill the Canvas together with your collaborative partner and teams

Four essential building blocks that shape successful value co-creation: Dialogue, Access, Transparency, and Risks-Benefits.

Clear roles for all team members

Important information about team members' values

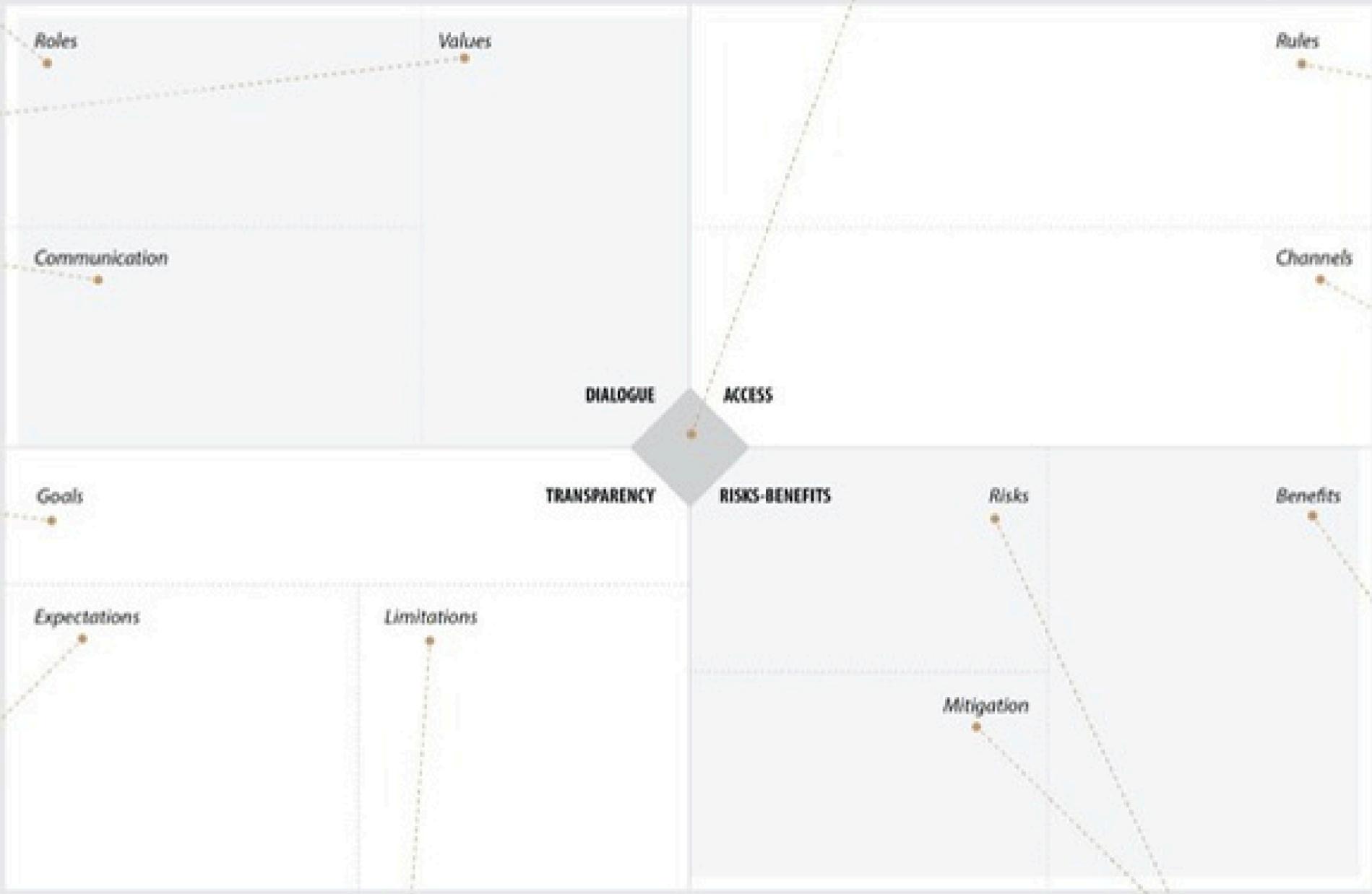
Preferred ways of communication during the project

What do you aim to achieve together during the project?

Align expectations for the value co-creation project between all members

## The Value Co-creation Canvas

Project: \_\_\_\_\_



Agreements and guidelines for working together

How can everyone access essential information?

All the benefits of the project

Constraints that may affect the project and teamwork

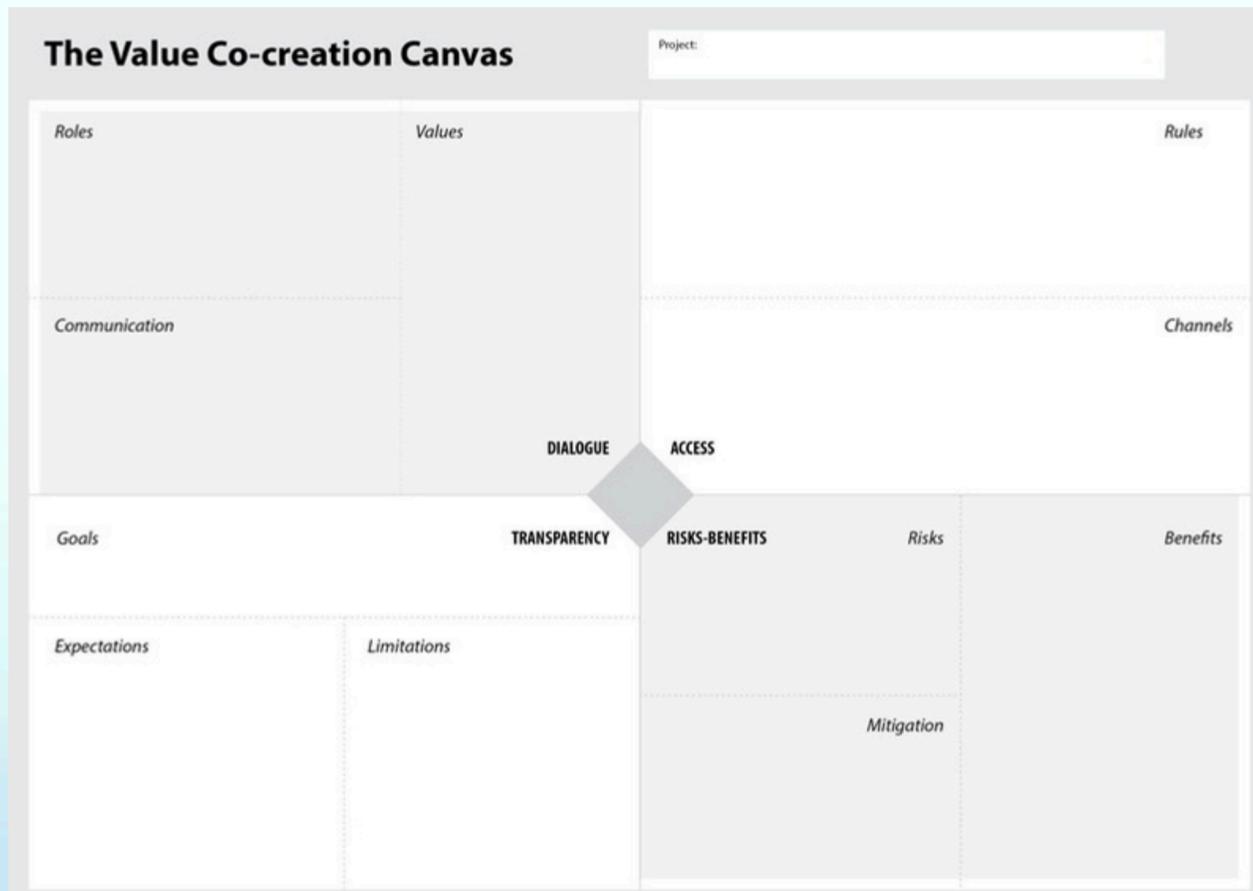
Map the risks and mitigation methods and procedures



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# Instructions (2/2)

Secondly, work with the Value Co-creation Canvas: 20 minutes



- The canvas has 4 main sections - Dialogue, Access, Transparency, Risks-Benefits - with their own sub-topics.
- Try to not spend more than 5 minutes for each main section.
- You can start with the section you prefer and then work through all of them.



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# Your reflections

Please go [www.menti.com](http://www.menti.com)



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# *Other useful resources*

•To learn about creative entrepreneurship: [www.ccitoolbox.com](http://www.ccitoolbox.com)

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•Creative Europe cooperation projects funding for arts and well-being projects: [https://  
culture.ec.europa.eu/creative-europe](https://culture.ec.europa.eu/creative-europe)

•Participatory business models for cultural heritage organisations: <https://recharge-culture.eu>



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