



Factsheet #2 : Value Co-Creation

Methodology

To connect the various phases composing the UNIFY-IoT co-creation journey, the consortium has adopted a three-pronged approach: Reporting / **Acting** / Assess impacts

Pillar 2 – ‘What’

Element of the framework: **value proposition**.
Rationale: formalize RIAs' offering to adopters and comprehend value implications.



Pillar 3 – ‘Where’

Element of the framework: **value network**.
Rationale: identify the positioning of the co-creation effort into the wide-ranging IoT ecosystem.



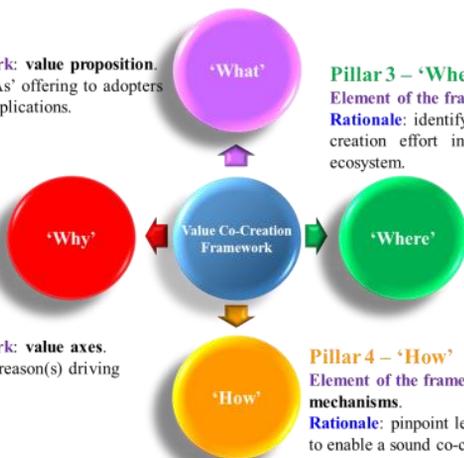
Pillar 1 – ‘Why’

Element of the framework: **value axes**.
Rationale: highlight the reason(s) driving the co-creation effort.



Pillar 4 – ‘How’

Element of the framework: **value co-creation mechanisms**.
Rationale: pinpoint levers and rationales needed to enable a sound co-creation effort.



Self Assessment Questionnaire

Acting phase : a questionnaire collecting inputs about impacts derived from the adoption of value co-creation mechanisms, a complementing the adoption of the KPIs framework defined

Part I - Readiness: to capture contextual factors enabling the implementation of value co-creation mechanisms in the IoT-EPI ecosystem.

Part II - Usage: to measure their uptake

Part III - Result: to measure the tangible outcomes generated by RIAs through these co-creation mechanisms

Next steps: implement value Co-Creation KPIs

To operationalize the appraisal of value co-creation KPIs lying at the core of the 'impact' phase, the UNIFY-IoT consortium considers as key dimensions the three value axes (i.e. monetization, adoption, societal awareness and acceptance). In a hierarchical perspective, a number of fields (called 'areas') are associated to each value axis, while each area groups one or more measurable metrics (i.e. KPIs).

IoT platforms ecosystems with a higher degree of involvement in co-creation activities are considered in a better position to develop and highlight the innovative aspects of new products, processes, services, experiences developed in the IoT use cases and applications.

