



LAUNCH A SUCCESSFUL ECOSYSTEM PROJECT

HOW TO BUILD A STRONG CO-CREATION SPIRIT WITH PARTNERS ?

1

CO-CREATION PARTNER CHECK LIST

- Leaders, funders and advisers positions on the social topic tackled by the project
- Reputation among stakeholders
- Experience & expertise
- Stakeholder connexions
- Internal organization: professionalism
- Willingness to be part of a private – public coalition of actors

2

CO-CREATION SUCCESS FACTORS

- Project **relevance** versus partners strategy & projects' portfolio
- **Adaptability & flexibility**
- **Leadership & strategic thinking** skills in partners
- **Management skills**
- Understanding of **sustainability model** versus charity
- Perception of private partner as **co-creator**, not a donor or a sponsor

3

CO-CREATION ENABLERS

- Ensure internal and external **visibility** for the partners through a co-created communication plan
- Involve partners in project design, **from the very beginning**: Field visit, field study together...
- **Remind** the project belongs to both organizations
- **Trust** the partners with specific decision-making
- **Align** with all partners on the concept of **sustainability**
- **Empower** the partners on **management** (ie. tools) if needed
- **Involve** Danone internal **resources** when strong expertise is needed (finance, marketing)
- **Anticipate** from start the endgame organization
- Share the vision of Danone social and economic project and **Ecosystem** co-creation mindset
- Establish adapted **wording** : Danone local subsidiary is co-project manager, not donor
- Align on the **project's vision & goal** and make it the discussion driver

4

BEST PRACTICES

SPIRIT

Develop the **team spirit**: good news sharing, team building activities, fun...

Work in the same offices (partners and Danone ones).

RULES

Clarify who is **responsible, accountable**, should be **consulted**, should be **informed**.

Establish a clear **validation process** which empower team members on some decision making.

PROCESS

Establish **co-working habits and tools**: meetings, whatsapp group, reporting file.

Foster **informal communication** moments (working in the same offices...).

Build **efficient meeting processes**: predefined agenda, deliverables for next meeting with task owners, team reporting tools with template.