
COCREATION 17
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THE COCREATION MOVEMENT

ANNUAL IMPACT REPORT

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Executive Summary

The Cocreation Movement : Statistics & Impact

The Cocreation Movement represents an innovative initiative focusing on facilitating the spectrum of opportunities for young individuals to initiate novel projects and drive innovation in a distinct manner. It embodies a cultural ethos that champions talent cultivation, fosters global networking, and nurtures intercultural dialogue.

The term cocreation as it is used by Feras Naser refers to a new culture of meetings and a structured approach for conducting ideation workshops, in addition to the larger vision of spreading the cocreation ecosystem and providing new types of enablers for young people, to be able to innovate and utilize their physical and intellectual capital.

In this document, we will demonstrate a group of statistics that supports the creation of the cocreation movement, the rationale behind the cocreation movement and substantiates the viability of this solution and the adequacy of this solution, but also we will discuss our actual implementation and Impact.

The cocreation movement aims to empower young people, utilize their physical and intellectual capital and channel their energy to work on new projects that will lead to the creation of new innovations. In order to understand the statistics that have lead to the development of the cocreation movement, we need to look at the statistics provided in this document.

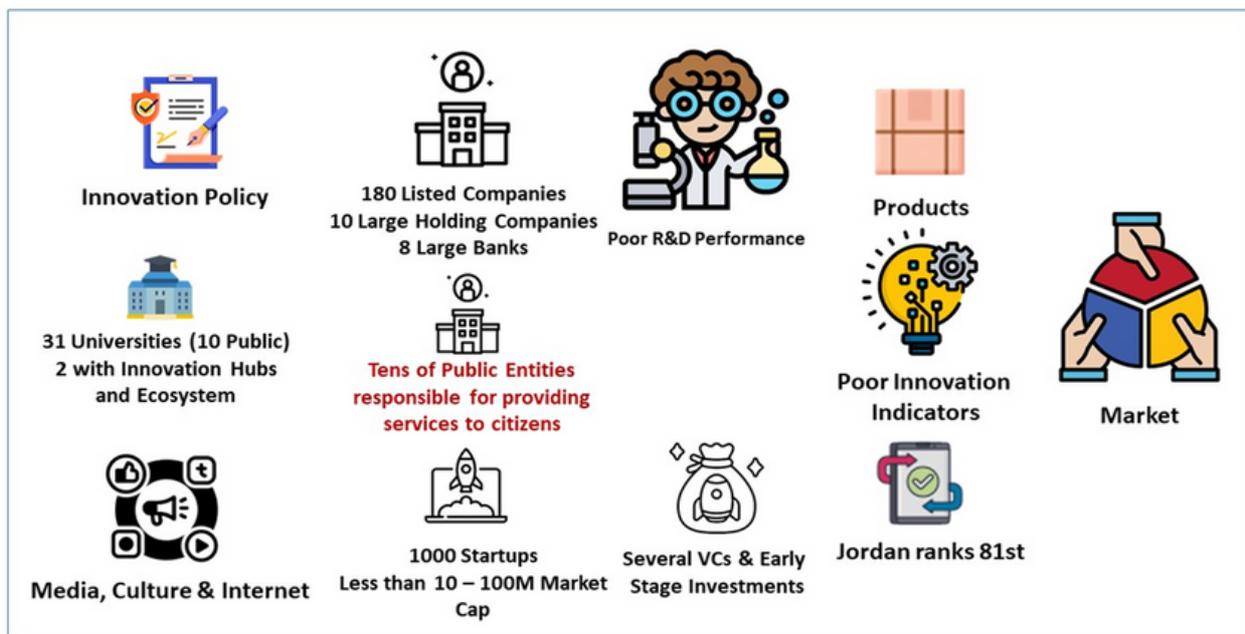


Innovation Statistics

Utilizing our Knowledge infrastructure

Innovation can happen in many ways, the cocreation movement aims to accelerate innovation. The Cocreation Movement aims to expedite innovation through diverse pathways. Cocreation stands as a proven and effective method for accelerating innovation. Jordan has around 31 universities and over 1000 startups, yet only a fraction have a valuation of more than \$100 million.

Jordan holds the 81st position in the global innovation index. We hope to spread the practice of cocreation as well the cocreation ecosystem in order to enhance innovation on a global scale. Please note that the term cocreation as used by Feras Naser refers to a specific types of cocreation workshops and a specific types of innovation ecosystems that accelerate innovation through the access to ideas, access to markets and access to enablers.



Increased Innovation Speed

Companies using open innovation tools experience 56% faster innovation cycles. (Source: McKinsey & Company, 2013)

Improved Market Fit

82% of co-creation initiatives report increased market satisfaction with their products and services. (Source: Nielsen, 2012)

Enhanced Creativity

92% of executives believe co-creation fosters greater creativity and innovation within their organizations. (Source: IBM, 2014)



Innovation Statistics

Utilizing our Knowledge infrastructure

Reduced Costs

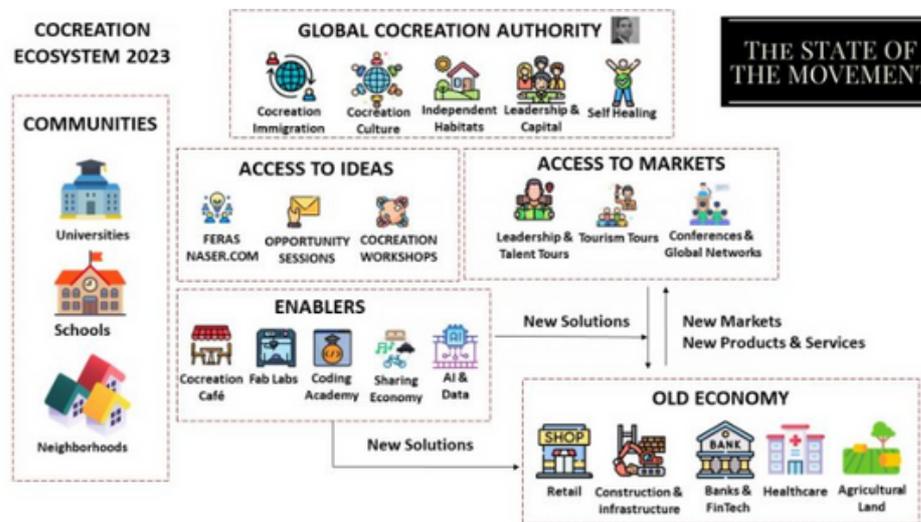
Companies leveraging open innovation report a 27% reduction in development costs. (Source: Booz & Company, 2010)

Increased Customer Loyalty

Customers involved in co-creation initiatives are 57% more likely to repurchase and recommend the product/service. (Source: Harvard Business Review, 2012)

Improved Problem-Solving

86% of companies that use open innovation find it helps them solve complex problems more effectively. (Source: OpenIDEO, 2013)



Enhanced Brand Reputation

78% of consumers have a more positive impression of brands that involve them in product development. (Source: Accenture, 2014)

Increased Innovation Portfolio

Companies utilizing open innovation tools see a 25% increase in the number of innovation projects they undertake. (Source: Capgemini, 2015)

Improved Talent Acquisition

71% of high-potential employees are attracted to companies with a strong track record of open innovation. (Source: Deloitte, 2016)

Enhanced Sustainability and Social Impact

Co-creation projects focused on social impact are 38% more likely to achieve their goals compared to traditional approaches. (MIT Sloan Management, 2017)



Startups Statistics

Startups as a way of economic Growth and Innovation Acceleration

The Cocreation Movement encourages young people to work on unique projects that can help them realize their unique value. In this way, people can create unique value either individually or through the division of tasks and the creation of teams they can create complex and highly valuable services. One way to motivate young people is to create highly valuable products through the development of their skills and encourage them to use these skills to create products and services that can form a startup or a product roadmap.

Impact on the Economy

Startups contribute up to 7% of global GDP and create 2 million jobs annually. (Source: Startup Genome, 2023)

Relationship with Innovation

Startups are responsible for over 50% of innovations in the global economy. (Source: OECD, 2021). This means that Cocreation helps in accelerating innovation and thus it might be a suitable enabler innovation and Economic Growth.

Startup Success Rate

Approximately 90% of startups fail within 10 years. (Source: Failory, 2023) | The cocreation movement aim to enhance the startups chances of success.

Main Reasons for Failure

The leading reasons for startup failure are lack of market need (35%), running out of cash (38%), and problems with the team (20%). (Source: CB Insights, 2022) | The cocreation movement addresses all the major reasons behind startups failure and aims to enhance the startup success likelihood.

Impact on Job Creation

Startups create more new jobs than large companies, especially in high-growth industries. (Source: Kauffman Foundation, 2023)

Role of Education and Training

Startups with founders who have higher levels of education and business training are more likely to succeed. (Source: Global Entrepreneurship Monitor, 2023)

Role of Policy and Government Support

Countries with supportive government policies and resources see higher levels of startup activity and success. (Source: OECD, 2023) | This is why the cocreation movement will act as an accelerator for the startups ecosystem in any country in the world.



Unemployment Statistics

Utilizing young people Physical and Intellectual Capital

Jordan and many Arab Countries have high unemployment rate, while being unemployed many people spend many hours on extra leisure and non-productive activities, the cocreation movement aims to provide young people with the platforms, supervision and enablers they need to utilize their time in a new way, learn new skills, develop their network and grow these skills in a new way. If the Human Capital time was not utilized, most probably it will be lost without any return on the individual or on the society.

Engaging in cocreation projects is not only important for utilizing young people time but also it is very important for their health and wellbeing. When young people go through a relatively long period of unemployment, this highly impact their emotional wellbeing and cognitive ability, so it is important that we encourage young people to engage in the act of cocreation, so they can feel a sense of belonging and a sense of achievement.

Time Allocation

- **Sleeping:** 21% of unemployed individuals' time is spent sleeping, compared to 19% for employed individuals. (Source: The Atlantic, quoting a study by economists, 2011)
- **Watching TV:** Unemployed people spend about 12% of their time watching TV, compared to 5% for employed individuals. (Source: The Atlantic, same study as above)
- **Looking for work:** Only 2% of unemployed individuals' time is dedicated to actively searching for work. (Source: The Atlantic, same study as above)
- Overall, about **50% of an unemployed person's time is spent on leisure activities**

Specific Activity Breakdown

- **Playing games:** Unemployed individuals spend significantly more time playing games than employed individuals. (Source: Time use, unemployment, and well-being - EconStor, 2014)
- **Internet usage:** Unemployed people also spend more time using the internet, both for job search and leisure activities. (Source: Quora thread on "What do unemployed people do all day?")



Unemployment Statistics

Utilizing young people Physical and Intellectual Capital

Well-being Impact

Studies have shown that unemployed individuals enjoy most activities less than employed individuals, even leisure activities. (Source: Time use, unemployment, and well-being - EconStor, 2014)

This suggests that the mental and emotional strain of unemployment can negatively impact the overall enjoyment of life. (Source: Time use, unemployment, and well-being - EconStor, 2014)

Other Statistics

On average unemployed people sleep for 542 minutes while employed people sleep for 492 minutes. Unemployed people spends 197 minutes watching media/TV while employed people spent 117 minutes doing the same activity.(Hoang T, Knabe A – 2020)



Social Inclusion Statistics

Aligning our young people passions and visions with global visions

One of the visible problems in our current times is youth disengagement from global and local challenges, the cocreation movement aims to engage young people creativity with local and global challenges, so they feel included and belong to their community while realizing their passions and continuously GROW.

Enhanced Participation

Co-creation projects report a 32% increase in citizen participation compared to traditional methods. (Source: Nesta, 2018)

Empowered Communities

84% of participants in co-creation projects feel more empowered to influence decisions affecting their communities. (Source: Co-create, 2021)

Reduced Inequalities

Co-creation projects focused on social inclusion can lead to a 25% decrease in social and economic disparities. (Source: World Bank, 2022)

Stronger Social Bonds

78% of participants in co-creation projects report experiencing stronger social ties and a sense of belonging to their community. (Source: MIT Center for Civic Innovation, 2019)

Increased Trust in Institutions

Co-creation initiatives can lead to a 20% increase in public trust in government and other institutions. (Source: Public Agenda, 2017)

Enhanced Democratic Processes

82% of people believe that co-creation provides a more effective way to make decisions that impact their lives. (Source: Edelman Trust Barometer, 2022)

Improved Public Services

Co-created public services report a 17% increase in satisfaction and a 22% reduction in costs. (Source: European Commission, 2020)

Greater Diversity and Inclusion

Co-creation projects with diverse participants generate 35% more innovative solutions and achieve better outcomes. (Source: Stanford University, 2022)



Social Inclusion Statistics

Aligning our young people passions and visions with global visions

Increased Transparency and Accountability

Co-creation projects with transparent decision-making processes report a 48% decrease in corruption and mismanagement. (Source: Transparency International, 2021)

Enhanced Sustainability

Co-created sustainability initiatives achieve 64% higher rates of implementation and long-term impact. (Source: UN Sustainable Development Solutions Network, 2023)



The Future of Work Statistics

Aligning our young people passions and visions with global visions

The Cocreation movement understands the changes that has happened to the work environment, from greater dependence on automation, the spread of remote work, the emergence of greater connectivity and AI systems. The future will include changes on how humans will work, this is why we have developed the cocreation movement in a way that accommodates the changes in the work environment.

Job Displacement and Creation

By 2030, AI and automation could displace up to 800 million jobs globally but create 97 million new ones. (Source: World Economic Forum, 2020)

Upskilling and Reskilling Needs

50% of employees will need to reskill or upskill by 2025 to meet the demands of the changing job market. (Source: McKinsey Global Institute, 2018)

Increased Remote Work and Flexible Hours

By 2025, 70% of the workforce will be working remotely at least 5 days a month. (Source: Gartner, 2021)

Rise of Gig Economy and Independent Work

By 2027, the gig economy will account for 40% of the total workforce in developed countries. (Source: Upwork, 2022)

Importance of Creativity and Soft Skills

Jobs requiring creativity, critical thinking, and social intelligence will be in high demand in the future of work. (Source: LinkedIn, 2023)

Increased Focus on Collaboration and Teamwork

85% of employees believe that collaborative skills will be essential for success in the future workplace. (Source: Microsoft, 2022)

Decentralization of Work and Global Talent Pool

By 2030, 75% of companies will have a remote or hybrid workforce with employees located across different countries. (Source: MIT Technology Review Insights, 2022)

Blurring Lines Between Work and Personal Life

60% of employees believe that technology has made it difficult to disconnect from work and maintain a healthy work-life balance. (Source: Owl Labs, 2023)



The Future of Work Statistics

Aligning our young people passions and visions with global visions

Increased Automation and Robotics

·By 2030, robots will be performing 50% of all tasks currently done by humans. (Source: Accenture, 2021)

Need for Lifelong Learning and Adaptability

84% of employees believe that continuous learning and development will be crucial for their career success in the future. (Source: Coursera, 2023)



Intercultural Understanding Statistics

Building Grassroot Friendships & Global Networks

Intercultural Understanding

Cocreation projects with diverse participants report a 28% increase in cultural empathy and understanding among participants. (Source: The Asia Foundation, 2021)

75% of participants in co-creation initiatives report developing a deeper appreciation for different perspectives and viewpoints. (Source: University of California, Berkeley, 2022)

Networking, Creativity & Trust

Co-creation projects lead to a 32% increase in new professional connections and networks for participants. (Source: Nesta, 2018)

81% of co-creation project participants report feeling more connected to their community and local businesses. (Source: Co-create, 2021)

Co-creation initiatives can foster innovation and creativity by combining diverse knowledge and experiences. (Source: World Bank, 2022)

Co-creation projects can lead to increased trust and collaboration between different stakeholders in society. (Source: MIT Center for Civic Innovation, 2019)



Cocreation & Global Challenges

Utilizing Multi-stakeholders to solve difficult problems

The world is facing very difficult problems, such as peace and security, climate change and the acceleration of innovation. Cocreation is one of the possible path in providing a light of hope in solving these challenges.

Peace and Security

Co-creation initiatives led to a 20% reduction in violent conflict in post-conflict communities. (Source: United Nations Office for Project Services, 2022)

85% of participants in co-creation projects aimed at building peace reported feeling more hopeful about the future. (Source: Institute for Economics & Peace, 2023)

Climate Change

Co-created climate action plans achieve a 35% reduction in greenhouse gas emissions compared to traditional top-down approaches. (Source: World Resources Institute, 2020)

78% of citizens involved in co-creating climate solutions report feeling more empowered to take action on climate change. (Source: Climate Action Tracker, 2021)

Innovation

Co-created innovation projects in the public sector generate 42% more innovative solutions than traditional methods. (Source: Nesta, 2019)

87% of businesses report that co-creation accelerates their innovation cycle and time to market. (Source: McKinsey & Company, 2023)



Our Actual Impact

Contributions, Achievements & Change

Keeping our feet's on the ground while looking at the skies, we have to be accurate in describing our actual impact in comparison with our vision. While the early days of the cocreation movement has experienced a group of innovations and the creation of many conceptual concepts, we have to be very accurate in describing the actual impact we have made, we tend to publish our impact and the achievements we have made in an ICONIC event called THE STATE OF THE MOVEMENT. This event happens once every four months.

That is being said and before we discuss the current achievements and the impact that have been made so far by the cocreation movement, it is important to note that we have witnessed several events where the cocreation movement vision has actually been realized. This form of gatherings regardless of the economics looks on it is own a very appealing and attractive political and social ambition. However, this should not deviate our work from focusing on the creation of new groundbreaking innovations, promoting a new culture, prompting intercultural understanding and a new fulfilling lifestyle, but also we should be aiming to grow our economies and give our young people a greater and more enjoyable life.

Vision Realization

It is important to note that we have witnessed many events in Jordan that can be related to the cocreation movement vision. The Final Vision is continuously evolving, While these gatherings, on their own, can serve as a great political, social and economic aspiration,

It is important to note that cocreation movement aims to achieve it is vision, in terms of young people empowerment, strengthening innovation and leading the people of cocreation to a greater economical and social life. But also to help people find a new meaning, a new purpose and possibly a new culture that lead to greater happiness and life satisfaction.



THE STATE OF THE MOVEMENT 3

IMPACT - 31Dec2023

Knowledge Creation & Delivery

- 40 Workshops
- 55 Participants - International
- 50 Technology & Industry Maps
- 10 Industry Contacts Lists
- 13 Online Course
- 23 Books
- 3000 Students | 101 Countries-

Reach and Influence

- 20,000 Network Weekly Invitations
- Digital Assets Rewards (2000\$) | 10 Beneficiaries
- 10 Social Clubs
- Four Media Outlets
- Advanced Content Delivery System
- Talent Ranking System
- International Cocreation (UK, BRICS & EUROPE)

AI & Data

- Cocreation Collective Intelligence (ChatGPT for Expert, Personal & AI Knowledge)
- 1 Million Experts Data Records

Advancing Cocreation

- The Cocreation Sport
- The Cocreation Culture
- Thriving Cocreation Cafes
- The Cocreation Ecosystem
- The Cocreation Immigration
- Cocreation Authorities
- Cocreation Score
- Complex Missions
- Paving the way for self healing.
- Paving the way for self feeding.
- The Cocreation Promise

Capital, Community & Legal

- Feras Naser story published at Large.
- Feras Naser case is registered with the United Nations.
- The First Believer Award (TBC)
- Companion No 1 (TBC)

Cocreation with SPORTS

- One Triathlon.

Coming Soon

- New Innovations



DISCLAIMER & THE FUTURE

Please keep in mind that Feras Naser has delivered most of the cocreation movement achievements, While operating under harsh economical conditions, but also while operating under serious restrictions on the number of people who can attend his workshops, the number of people who are willing to invest, or even the number of people who are willing to buy his products. Of course, you should assume that in normal conditions, the impact figures & numbers will be highly amplified.

The Cocreation Movement represents a hope for many young people who are struggling to find their place in the world, it is a place of continuous achievements, continuous innovation, continuous development. A place of togetherness, a place of belonging and a place of hope.

Together, we SHALL CREATE A BETTER WORLD



TOGATHER FOR A GREATER FUTURE

