

No. 1 in Modern Energy



Co-creation in Action

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It is about...



**People-Change
agent**



**The
Industry**



**Value delivery
– Vision**



The Process

Arturo



- Naval Engineer
- Leader –Change agent
- People driven
- Pathfinder



- Industry Value Chain
- Food Ingredient / Renewable energy
- R&D Blades Development



- Capitalize opportunities
- The Big Picture / Network
- Remove obstacles



- Lead change
- Create understanding
- Make a difference

Co-creation



- Selfdriven collaborative groups
- Empower co-creation
- Motivating change



- Manufacturing Revolution
- Global reach
- Partnerships



- Meaningful and Sustainable solutions
- Bridging the future
- True win-wins



- Creating together today
- Motivating change
- Changing the mindset

Observations



- Transparency and Open dialogue
- Common goals
- From within, you must believe



- Old industry practices, silos, barriers
- This can't be true!
- The "it's mine" effect



- Celebration of success - small steps at the time
- The future is today
- Co-creation = active process



- It can happen, it is possible
- Continuous change
- Co-creation is an active process (agendas change)

Reflection



- It must be common, inclusive
- Back to the comfort zone
- Behavioural change – Must be fun !



- Must create and deliver value
- Break the legacy, the old paradigm
- It's about implementation



- Pursue the true Win - Win
- Short term – long term
- A Team that can move mountains



- TRUST - DARE - ADAPT - CREATE
- The only constant thing is change
- From not natural to becoming natural

Debate



- Let's co-create today
- How to dare and remove fear



- Global reach
- Define the win, find the why
- Zero politics? Can it be possible?



- i-trust



- Inspire

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