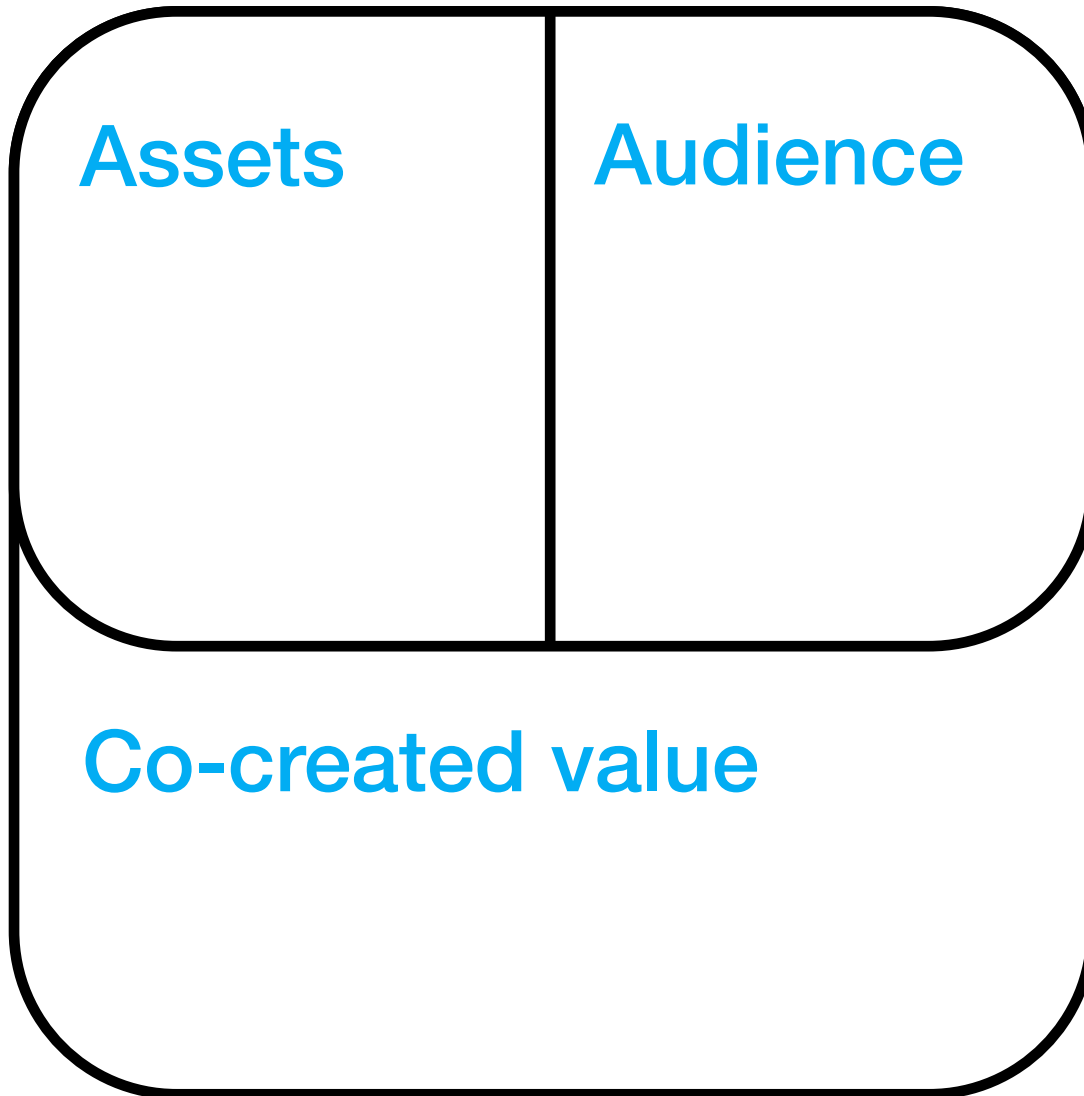


## Value creation model



The Value creation model helps you define the value your organisation and your audience will co-create through digital engagement activities. It's the first step towards a digital engagement strategy.

### **1. Assets**

*How do you create value for your audience? What are the (possible) products, services, experiences and emotions you make and share with your audience?*

### **2. Audience**

*How does your audience create value for you? What are their resources (money, time, ideas, energy) and when are they willing to share these with you?*

### **3. Co-created value**

*Which combinations of your assets and your audience's resources create additional or surplus value for all stakeholders involved?*

Examples:

Your wines plus a food & wine recommendation service (assets) and crowd-ratings in this service (audience) highlight the best wine for every occasion (co-created value).

Your financial (or other) expertise (assets) and an open Q&A platform for finance related questions (audience) where you share your expertise create a repository for others and market insights for you (co-created value).