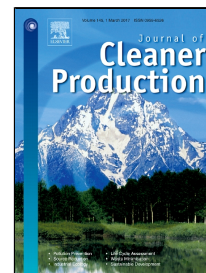


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Degrowth and collaborative value creation: Reflections on concepts and technologies

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Degrowth and collaborative value creation: Reflections on concepts and technologiesStephan Hankammer ^{a*}, Robin Kleer ^{a,b}^a RWTH Aachen University, Technology and Innovation Management Group, Kackertstr. 7, 52072 Aachen, Germany^b Technical University of Berlin, Chair of Technology and Innovation Management, Straße des 17. Juni, 135 10623 Berlin, Germany

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Abstract. The concept of degrowth aims fundamentally at reducing material and energy throughput equitably, while questioning the desirability of further economic growth. In order to achieve this reduction of society's throughput, radical changes in the ways goods and services are produced, distributed and used are required. In this think piece, concepts of consumer integration into the value creation process and (new) enabling technologies are discussed as possible constituting elements of alternative organizational models in a degrowth society. To date, collaborative value creation concepts, such as crowdsourcing and mass customization, have been discussed almost exclusively as business model patterns for companies in economies that are set to grow. The same applies to the assessment of (new) technologies, such as additive manufacturing, web-based user interfaces for co-creation, and other flexible production technologies that allow for collaborative and individualized production. Potential positive and negative effects of these concepts and technologies with regard to the objectives of degrowth are discussed in order to initiate a debate about the inclusion of CVC for the design of alternative organizational models that are in line with degrowth thinking. This think piece illustrates that several elements of collaborative value creation and its enabling technologies coincide with degrowth objectives but do not lead per se to their attainment. Thereby, a starting point for future (empirical) work in this area is generated.

Keywords. Degrowth; collaborative value creation; technology

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