



## Governed co-creation is pseudo co-creation - an obstacle for real change

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### Abstract

This article examines the thesis: Governed co-creation is pseudo cocreation and is an obstacle to understanding real co-creative behavior. The thesis is supported by an internal and an external critique of the concept of governed co-creation. The internal critique is based on the *article Co-creation – a typology* (2016) written by Jens Ulrich, in which the concept of governed co-creation is introduced. The internal critique shows that governed co-creation as a concept cannot be considered co-creation based on Ulrich's overall definition of co-creation. The external criticism is based on the assumptions that meaningful concepts designate unique processes and can be distinguished from other similar concepts. The external critique shows how Ulrich's interpretation of (governed) co-creation neither identifies unique processes nor makes it possible to separate the concept from similar concepts such as cooperation. Therefore, the concept of governed co-creation is not actionable and cannot be used as a guide to change behavior. This presents a challenge to anyone who has the ambition to use governed co-creation as a means to solve the problems facing the welfare society.

**Keywords:** Co-creation, governed co-creation, co-production, analytical philosophy, design thinking, concept clarification.



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