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Platform on the web to co-create Denmark and India

The Danish Cultural Institute and a wide circle of partners develop a communication platform between Denmark and India in 2012. Under the title 'Co-Create Now' the project takes advantage of the many new opportunities that social media opens up.

"The initiative is part of the project 'India Today - Copenhagen Tomorrow'. Because of this project, a large number of Indians will be visiting Denmark in 2012, and our idea is to involve them in a flow of communication about Denmark to people in India and vice-versa," explains the project's web editor, Mik Aidt:

"The online platform 'Co-Create Now' is to create the kind of contacts and collaborations between Denmark and India which take place between individuals on a personal level. We focus on stories and experiences that people have a genuine interest in sharing with each other."

A portal for co-creation

Under the heading 'Destination Denmark', Indian citizens will gain insight into interesting and relevant aspects of what Denmark has to offer, while 'Destination India' gives Danish citizens insight into India - with theme sections on for example, film, design, fashion, arts, heritage, education, sustainability, peace and philosophy, tourism, science, research and business. The front page of the portal is presented differently depending on whether the reader logs in from India or from Denmark.

Additionally, the website provides news about the project 'India Today - Copenhagen Tomorrow' which in late summer and autumn of 2012 presents a wide number of cultural events in Copenhagen. Visiting Indian artists, business leaders and journalists will tell about Denmark for Indian audiences, and the platform continuously introduces its readers to relevant websites such as indiatoday.dk, visitdenmark.dk, considerdenmark.com, indiafutureofchange.org and many more.

Channels in social networks

The 'Co-Create Now' platform consists of communication channels on social networks such as Facebook, Orkut, Twitter, Youtube, LinkedIn, Google+ and others. The daily communication occurs primarily on those channels, while the role of the portal 'Co-Create Now' is to serve as a hub which presents all the current news and debate on the number of channels, and which collects relevant insights and unique content in a searchable archive.

The Danish Cultural Institute operates the communication platform together with partners in India. Here the goal is to reach 50,000 users over a year while the expectation is that at least 10,000 people by May 2013 have clicked on the "I like" button on Co-Create Now's Facebook page.

By the end of April 2012 the portal will be available at www.cocreatenow.org with two alternative entrances: www.denmarkindia.dk and www.indiadenmark.in.

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