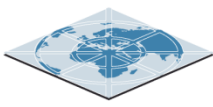


User-oriented approaches in public services



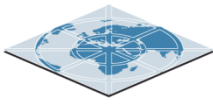
7th Quality Conference
„Towards Responsible Public Administration“
Vilnius, 3-4 October 2013

Elke Loeffler
Governance International



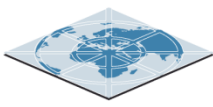
‘User-orientation in public services’ – what does it mean?

- For politicians: “More votes!”
- For managers: “Faster promotion!”
- For staff: “More people will give me orders but no more budget”.
- For citizens: “Better services? Nobody told me that those public services were available to me!”
- Or does it simply mean: “We have to convince citizens to accept lower cost and lower quality services”?



A question for you: What do blind people need most?





Scientific study on the needs of elderly people with visual impairments

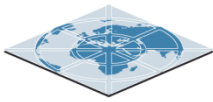
What public managers and staff think elderly people need:

- 1) More information about public services (64%)**
- 2) More information about specific support (54%)**
- 3) Get to know people and make friends (36%)
- 4) To talk with someone about personal issues (18%)

What elderly people really want:

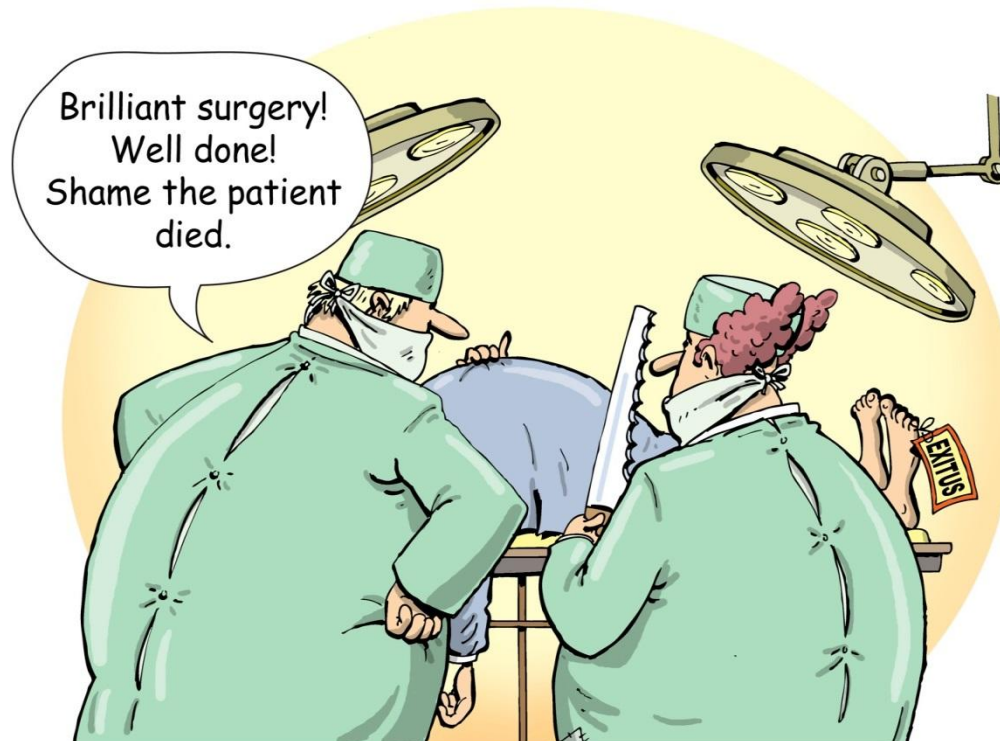
- 1) Get to know people and make friends (91%)**
- 2) To talk with someone about personal issues (62%)**
- 3) More information about public services (53%)
- 4) More information about specific support (47%)

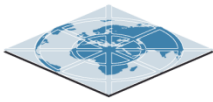
Source: Martin Willis and Eileen Dunstan, University of Birmingham, 2009



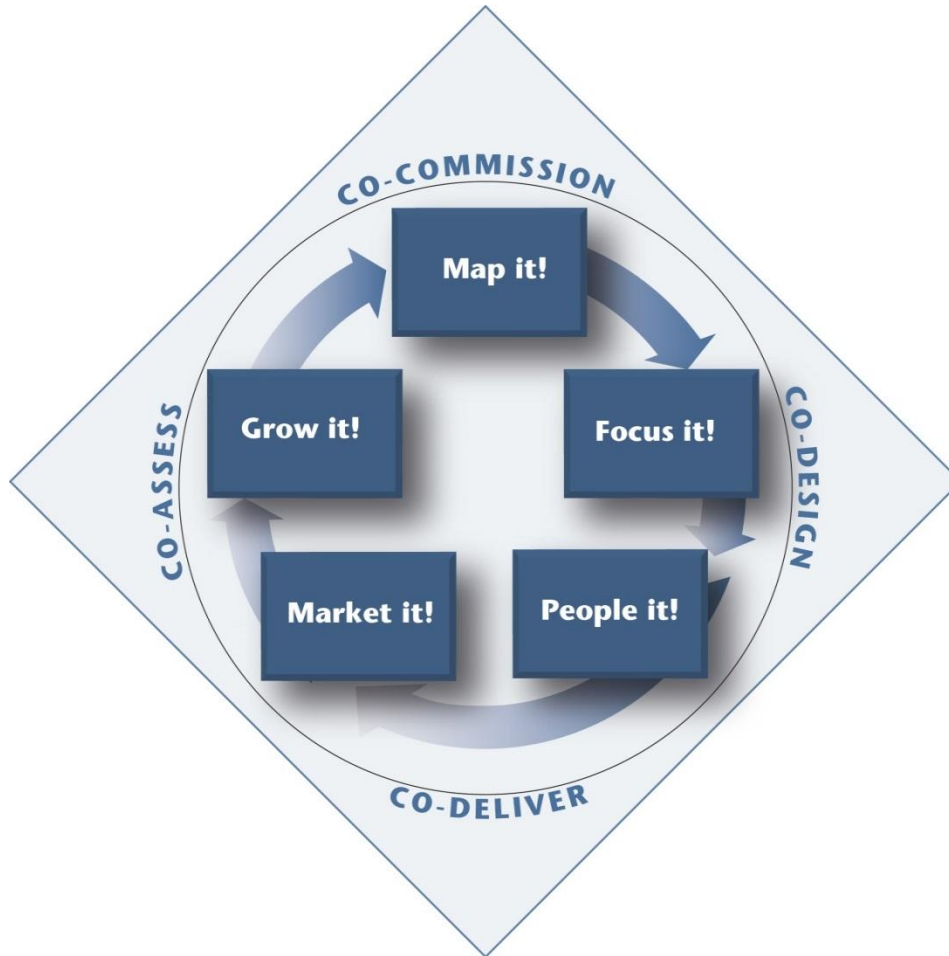
This requires a new approach to quality management ...

Do service users matter?

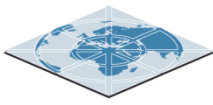




User-oriented approaches in public services

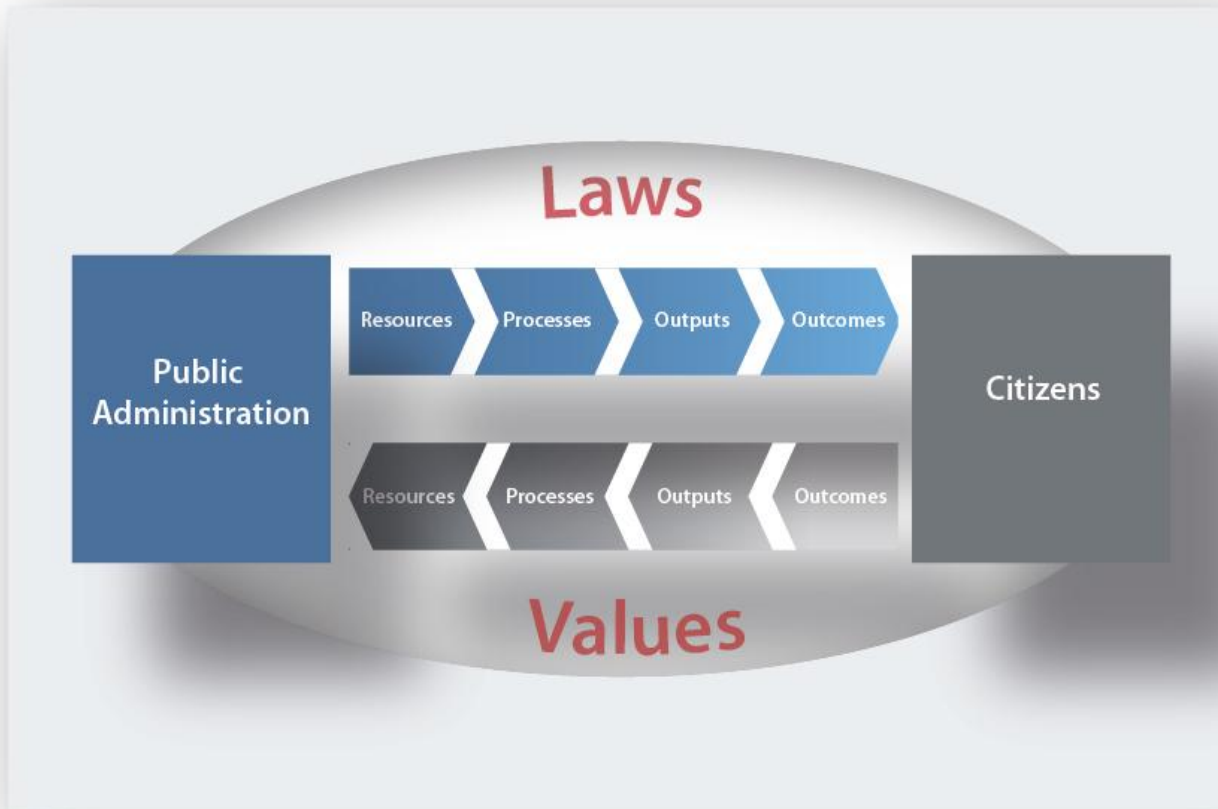


The Governance
International
Co-Production Star

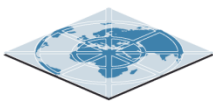


Session 1.1

Making public services responsive



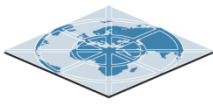
Identifying
needs &
prioritising
outcomes
with service
users



Example

National Paying Agency (Lithuania): Identifying clients' needs and improving the quality of services

See also good practice from Saxony Ministry of Justice and European Affairs (Germany), General Secretariat of Management of European Funds (Greece) and Prahova County Council (Romania) in Session 1.1.

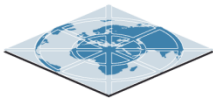


Session 1.2.

Co-designing better public services with citizens



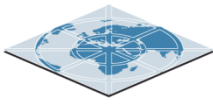
Rethinking
public services
from the
perspective of
service users



Example

General Secretariat for Government Modernisation (France): Using an ethnographic approach to understand customer behaviour in tax administration

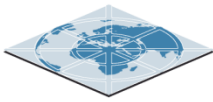
See also good practice from the Quality Institute of Dutch Municipalities (Netherlands) and the Federal Public Service for Social Integration (Belgium) in Session 1.2.



Session 1.3. Delivering services in partnership with citizens (and agencies)



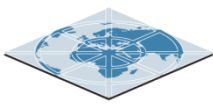
Using the
resources, skills
and commitment
of service users



Example

F. Bottazzi Vocational School (Italy): How peer educators reduce drop-outs in vocational training

See also good practice from the Mazovian Voivodship Office in Warsaw (Poland) and Monza Court (Italy) in Session 1.3. (including a presentation by OECD)



From user-orientation to co-production of public services with citizens

Service users and communities know things that many professionals don't know...

- they can make a service more effective by going along with its requirements;
- they have time and energy that they are willing to put into helping others.

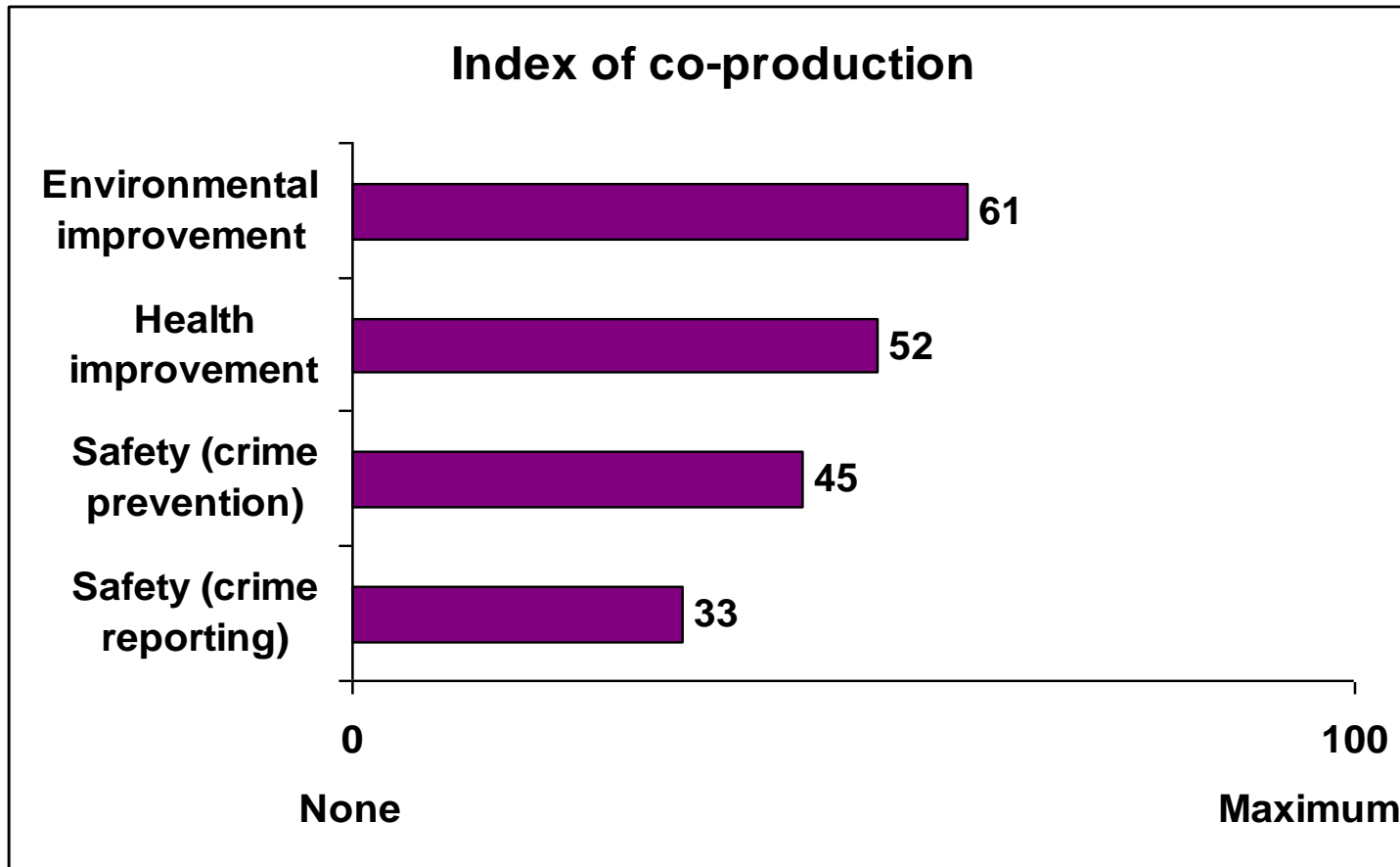
Professionals remain vital to excellent services but their focus is now on

- helping citizens to help themselves;
- supporting communities to organise themselves.

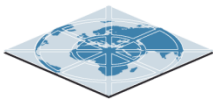




Levels of co-production across sectors

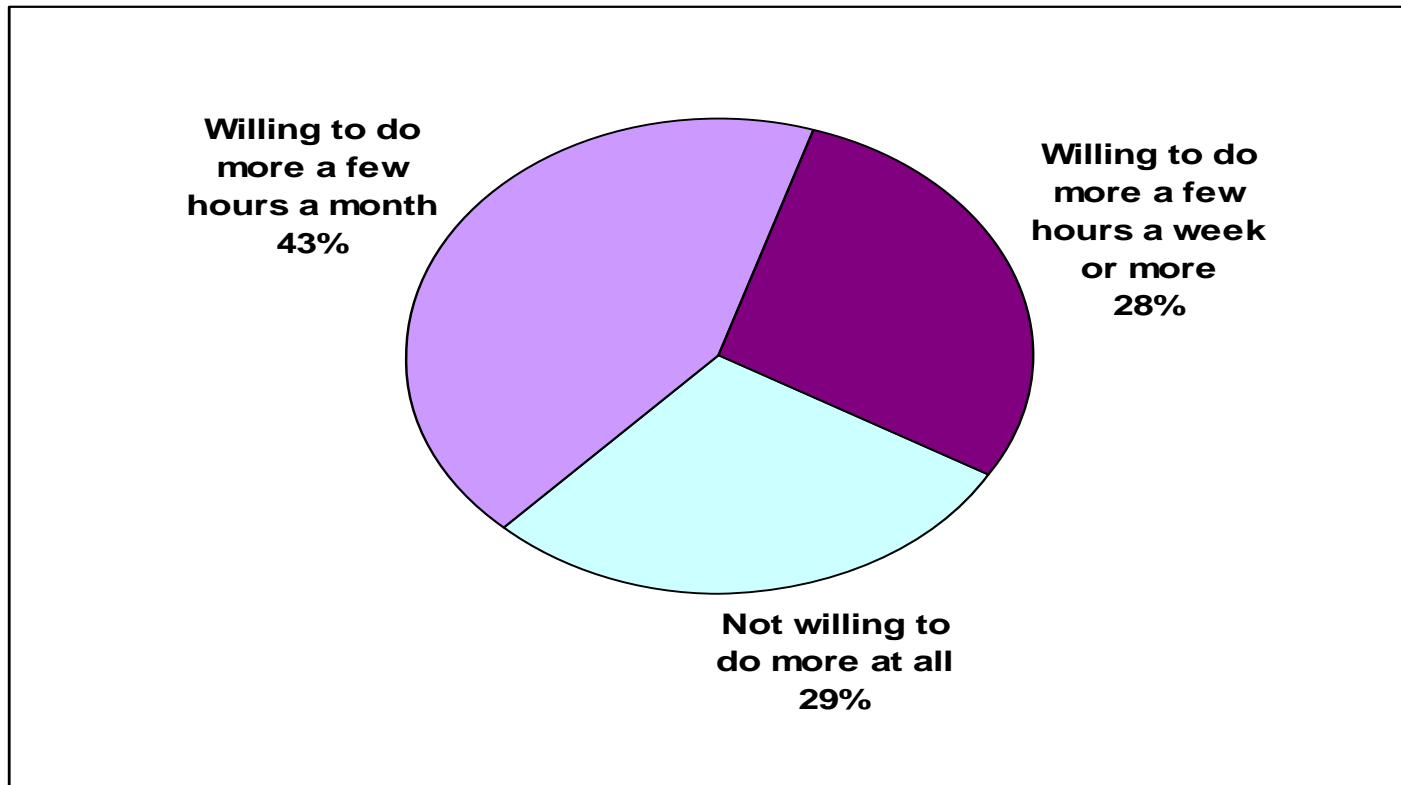


Source: European Study prepared for the 5th European Public Service Quality Conference in Paris, 2008.

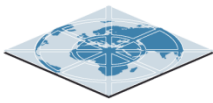


The potential of public service co-production

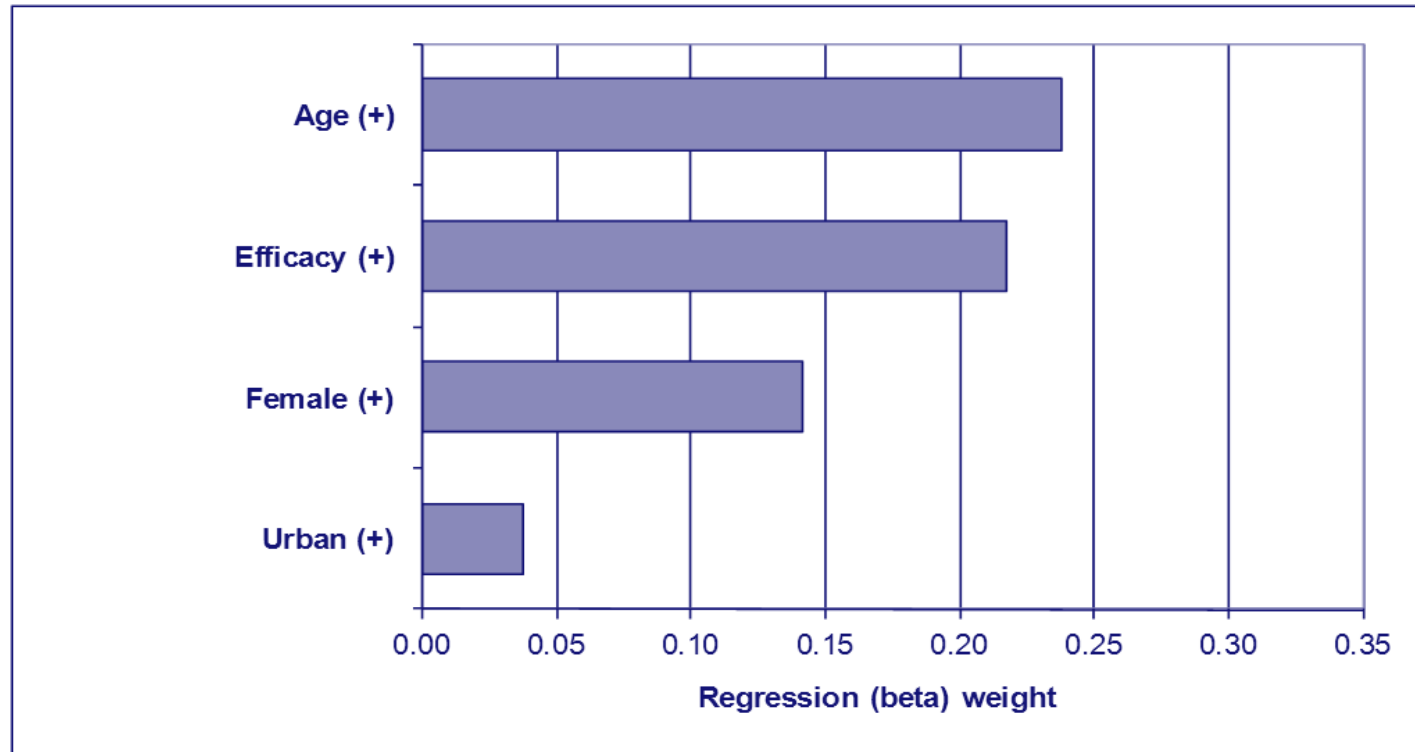
Willingness to spend more time co-producing in community safety, local environment and health



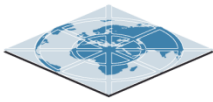
Source: European Study prepared for the 5th European Public Service Quality Conference in Paris, 2008.



Key drivers of co-production of citizens



Source: Bovaird et al. (2013), "Activating collective co-production mechanisms for public services: Influencing citizens to participate in complex governance" Paper presented at the 11th Public Management Research Conference, Madison, Wisconsin, June 20-22 2013.



Where to start?



Most importantly: JUST DO IT!

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