



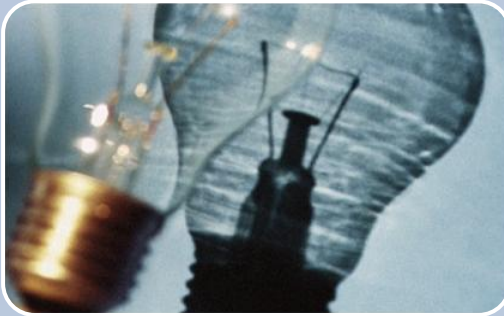
# *Service Co-production as a source of innovation: evidence and challenges*

Session 1.3: Delivering Services in Partnership with citizens and agencies

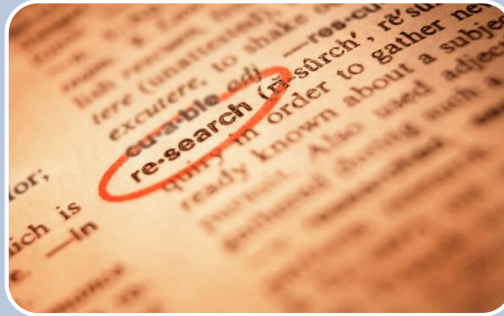
7th Quality Conference  
3-4 October, Vilnius, Lithuania



# OECD Observatory of Public Sector Innovation



Collecting  
innovations  
Establishing  
networks



Promoting  
learning  
through  
research



Sharing  
experiences  
via online  
platform



# Online platform


**OECD Observatory of Public Sector Innovation**

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### Innovation Community

#### Topics most commented on...

Innovation OECD

### Key Research

-  Together for Better Public Services – Partnering with Citizens and Civil Society
-  Promoting Innovation in Government



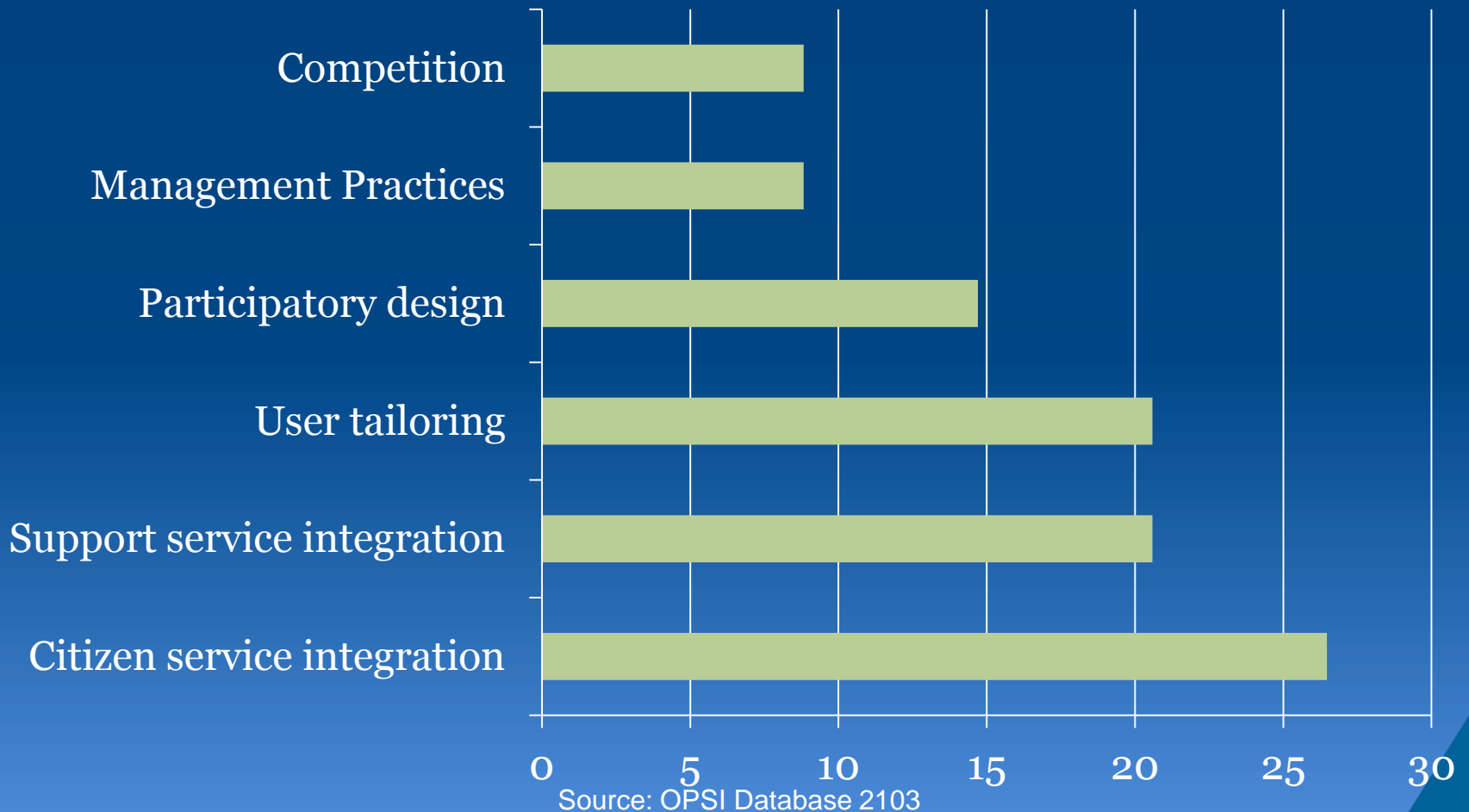
# Innovation Trends over Time

1990s	Approach	Today
General loosening of central control Limited horizontal integration Regulatory reform	<b>Service integration</b>	Integrated services, with multi-channel access to range of public and private services through agencies
	<b>Support service sharing</b>	Centralised standard setting and service sharing
Some use of tailoring services to specific types of user groups	<b>User Tailoring</b>	Tailoring of services and workplace to match citizen's and employee lifestyles and behaviours
Some use of feedback mechanisms, measurement of service satisfaction	<b>Participatory Design and Development</b>	Direct involvement of service users in the design and development, often using web 2.0 technologies
Important role of competition to enhance user choice, link payments to performance, partnering with private sector and benchmarking	<b>Competition</b>	Focus on user choice, private sector involvement and performance-linked payment. Increased role of transparency for comparing performance
Devolution of financial and management responsibilities to local government; redesign of agencies	<b>Decentralising Responsibilities</b>	Some continuation of decentralisation to the local level



# Participatory design innovations

% percentage of collected innovations by category





# Tailoring to users



**Supporting more user-centred services**

**Direct user discussion and feedback**

**Cost effective**



# User involvement is key to innovation

Enabling Factor	Role	Prevalence
<b>User involvement</b>	Involving end users provides insight on genuine user need to drive impact and effectiveness	**
<b>Partnerships</b>	Partnerships across the public, private and community sectors can provide additional expertise, resources and networks	***
<b>Prototyping and Piloting</b>	Trialling new approaches can reduce risk and improve a service before it is implemented more widely	**
<b>Online technologies</b>	Online technologies change how services are delivered and how the public administration works	**
<b>Resource Flexibility</b>	Resources can move rapidly to where they are most needed	**
<b>High Level Commitment</b>	High level commitment can provide an important impetus to push change through	*



# What is co-production?

**Co-production** is defined as “a way of planning, designing and delivering public services which draws directly on input from citizens, service users and CSOs”

Independent /  
prompted by  
agency action?

Working with  
or instead of  
professional?

Occasional or  
mainstreamed?

Short or long  
term  
partnership?

≠ from simple citizen involvement

≠ from contractual arrangements





# Co-production: from sporadic to systemic involvement



## HEALTH

### Health Buddy Schemes

- online decision support tools to help patient monitor and review their health condition
- evidence of increased satisfaction and cost reduction (e.g. hospital admission, nurse home visits)

## SOCIAL PROTECTION

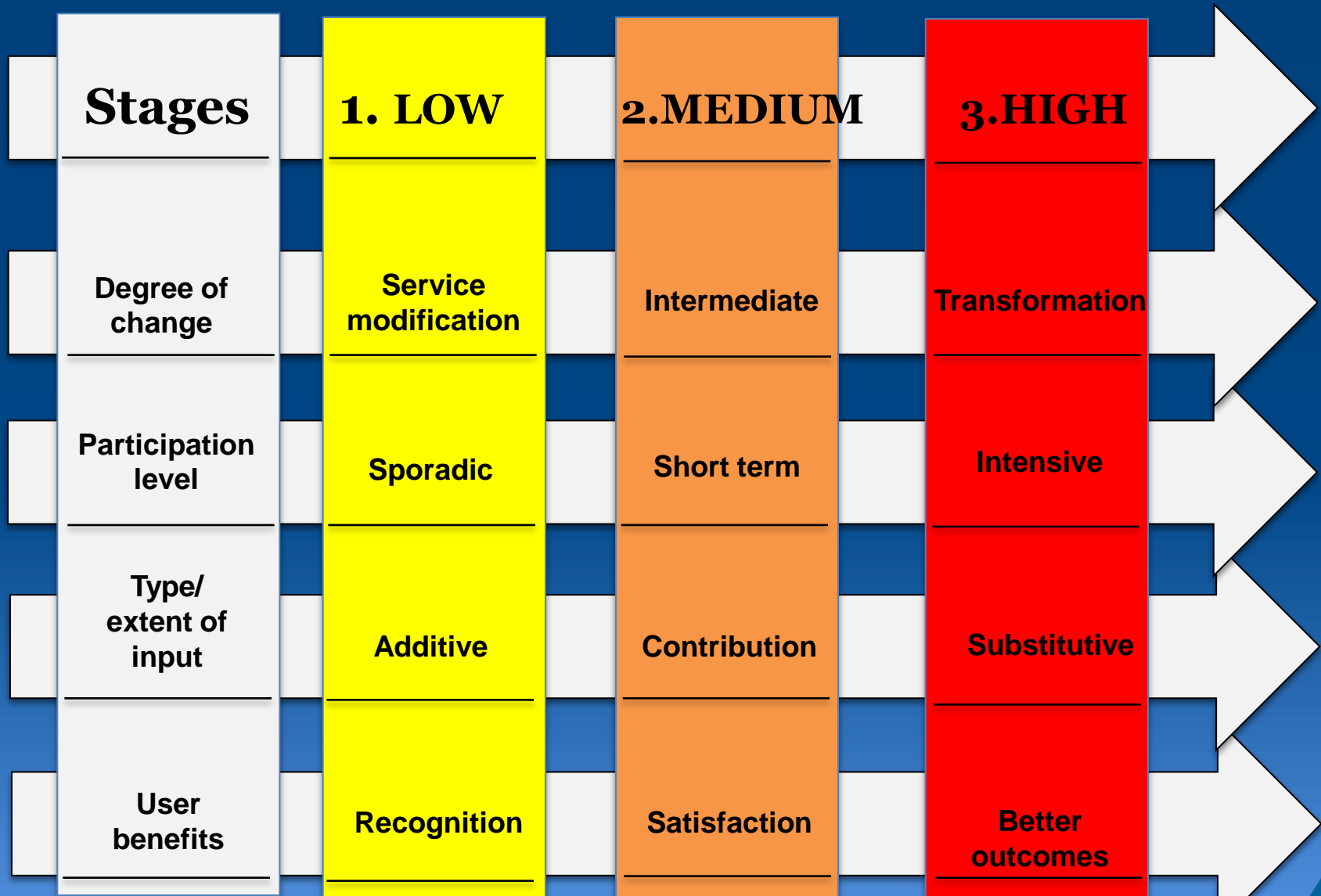
### Mulheres da Paz

- Trained women act as social mediators in communities and metropolitan areas in Brazil
- **Impact:** Reduced violence, social and economic benefits for the community



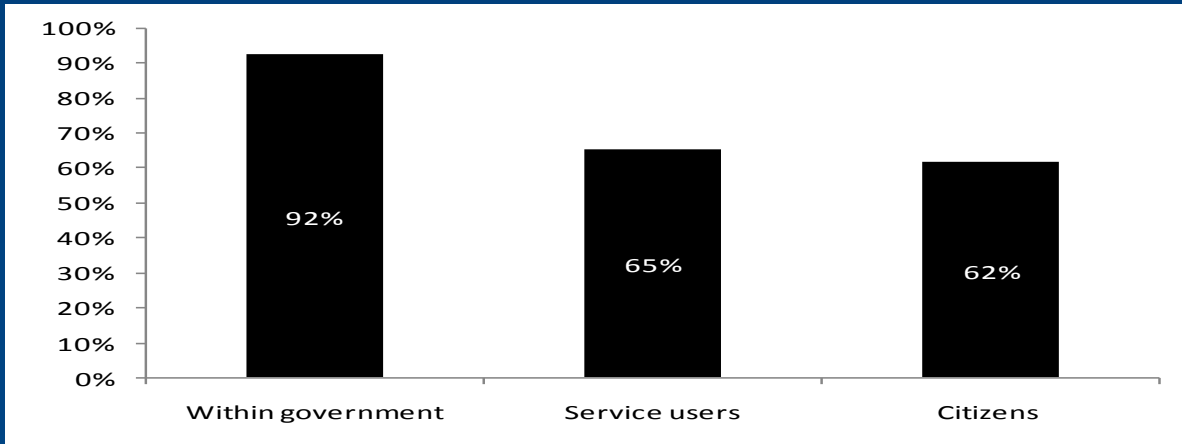


# Co-production: shifting control to the user?

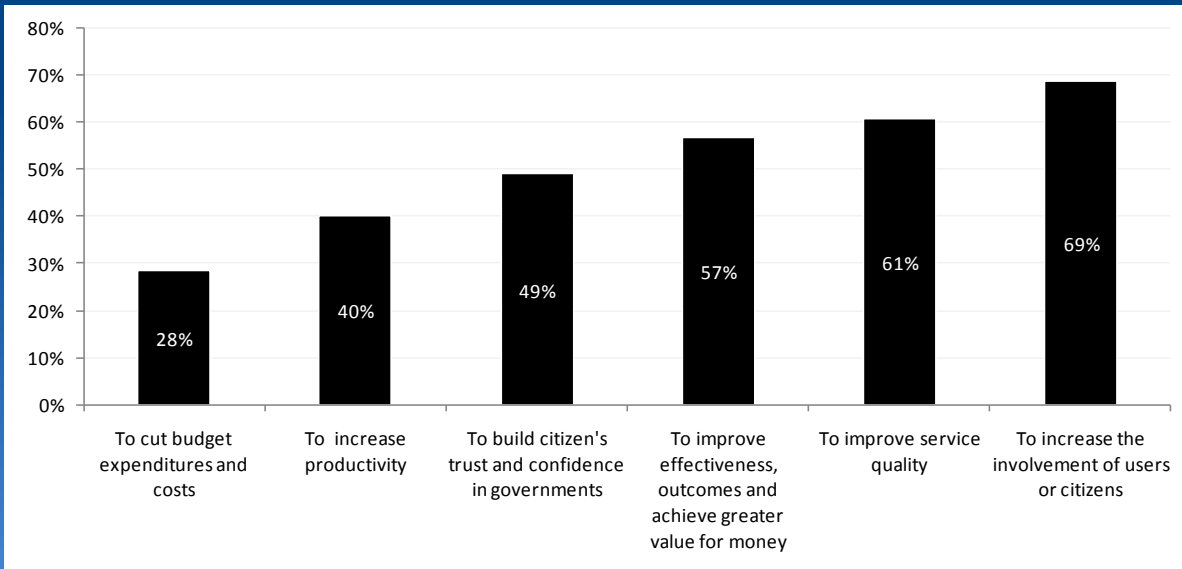




# Co-production: for whom and for what?



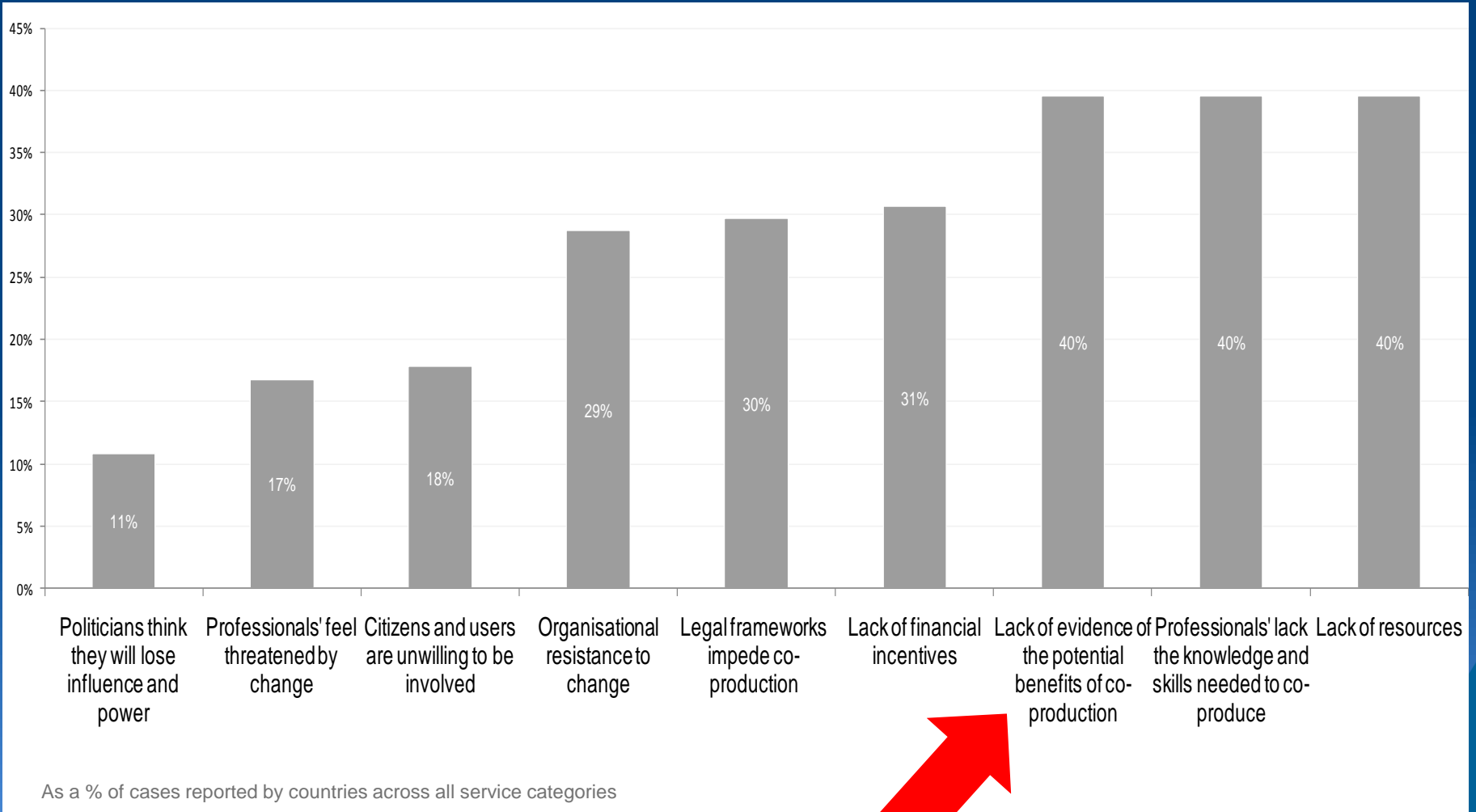
DEMAND FOR  
COPRODUCTION  
(% of countries)



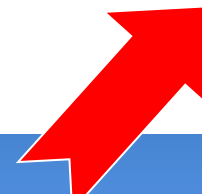
REASONS FOR  
USING  
COPRODUCTION  
(% of cases reported  
by countries across all  
services)



# What factors hinder co-production?

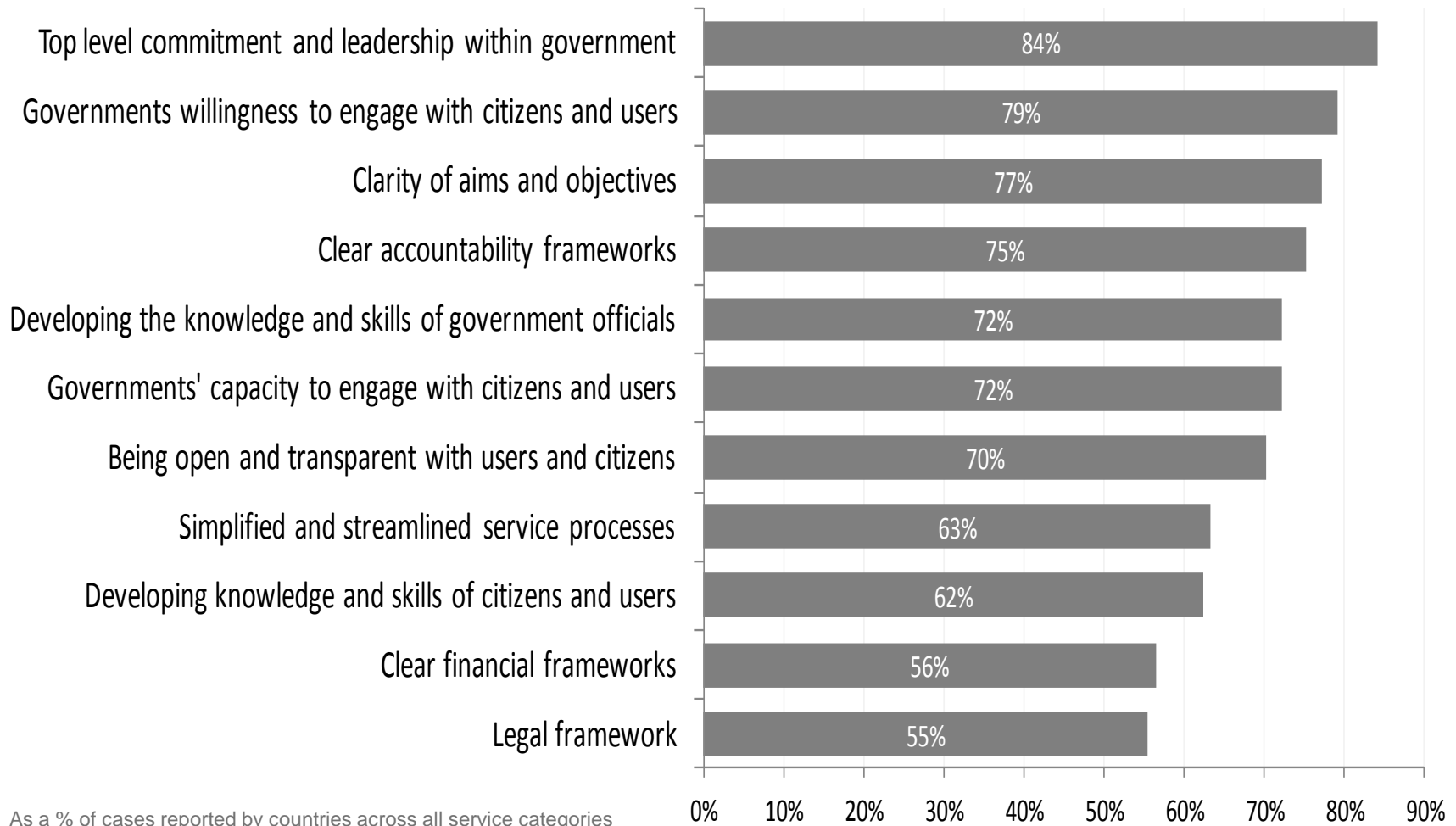


Source: OECD (2011) Together for Better Public Services





# What factors enhance co-production?



As a % of cases reported by countries across all service categories

Source: OECD (2011) Together for Better Public Services



# Getting co-production right: key factors





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# THANK YOU!

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# OECD study on Co-production

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- **Focus:** map & analyse the current position and direction of policy & practice
  - *Type of coproduction:* addition or substitution
  - *Stages:* planning, delivery, review / evaluation
  - *Degree and stage of change:* incremental or radical / new initiative or embedded practice
  - *Tools:* ICT (web 2.0), training of citizens and professionals
  - *Impacts:* service quality, vfm, better outcomes, innovation, gov capacities
  - *Risks:* accountability, probity
- **Methodology:** desk research + survey of 26 OECD countries (national level) + collection of 58 country examples
- **Areas covered:** General public services; Defence; Public Order and Safety; Economic Affairs; Environmental Protection; Housing and community amenities; Health; Recreation, culture and religion; Education; Social Protection