

# CO-PRODUCING PUBLIC SERVICES

cooperate. virtually. everywhere.



*Courtesy of Gironde County Council*



**European Union**  
European Regional Development Fund



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This thematic brochure is a result of the shared analysis operated by the E-COOP project partners about the evolution of “digital mediation” policies.

It focuses on the coproduction of public services through digital cooperation.

The project has two more thematic brochures; one on the participation of all citizens and stakeholders in digital public spaces and the other one on the mediators’ profile and missions.

## WHAT IS AN E-SERVICE?



*Courtesy of Barcelona Provincial Council*

The term ‘e-service’ is generally used to describe two main areas: e-government and e-commerce (or e-business). Both have in common that they are delivered online and enable interaction between the customer and the service provider.

In the E-COOP project the focus lies on e-government. By this we mean electronic services that are provided to citizens or businesses by public authorities. These could also be called public e-services. Ideally public e-services should be all-inclusive, covering a person’s life span and include services from the following sectors:

- Social and Health care
- Housing and building
- Employment
- Education
- Democracy and participation



*Courtesy of Barcelona Provincial Council*

In general the objective of public e-services is two-fold: to improve citizens' services as well as more efficient administration. To reach these objectives, e-services must be well designed, easy to use and find, function well and be widely accessible without problems.



*Courtesy of Barcelona Provincial Council*

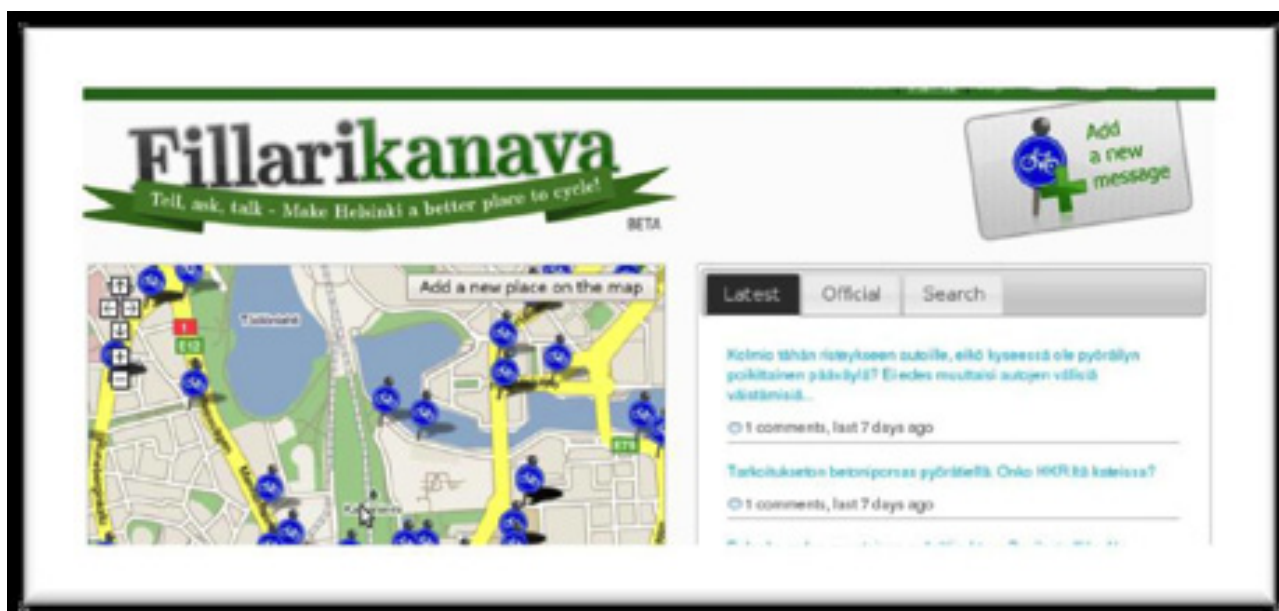
## WHAT DOES IT MEAN «CO-PRODUCING E-SERVICES»?

Since the beginning of E-coop project we have been convinced that most of our efforts should be focused on finding new ways to involve citizens in the production of services which the new generation of digital public services should deliver.

*„Citizens should be at the centre of the new E-coop.”*

It is already known that (Bovaird and Löffler, 2011):

- citizens know things that many professionals don't know
- citizens can make a service more effective as long as they have the possibility to assess it
- citizens are willing to invest time and resources in helping to improve the service and into helping others



*Courtesy of City of Jyväskylä*

Fillarikanava is a Finnish co-produced service that illustrates how citizens are willing to develop the cycling environment in Helsinki in collaboration with the city and the citizens. The idea of mapping the environment for and by cyclists turned into a pilot e-participation project. The Fillarikanava pilot cut the work load of city officials (as the information on the website is updated by the cyclists themselves) and offered all citizens an up-to-date online database to be used when cycling in the city. The best known of similar services is perhaps FixMyStreet in the UK. Fillarikanava is currently being renewed to make use of city navigator features based on open data.

## WHICH E-SERVICES ARE MORE SUITABLE TO CO-BUILD WITH USERS?



*Courtesy of ERNACT EEIG*

There are several factors influencing the type of e-Services that are more or less suitable to be co-built with users. A comprehensive classification can be made based on the stage that user's involvement takes place:

- a) **e-Service design:** this activity usually has a good level of participation from users as co-designers. eParticipation processes are well accepted from users wanting to provide their knowledge and thoughts on the delivery of the new service.



*Courtesy of Barcelona Provincial Council*

- b) **e-Service production:** Production or development of the e-Service is less suitable than other activities such as design or monitoring since it requires a more specific knowledge or technical skills. An interesting initiative is Code for Ireland (<http://www.codeforireland.com/>) which connects developers with government and community to develop apps and services to solve community challenges
- c) **e-Service delivery:** this activity is the less suitable to involve user participation as it demands a higher level of responsibility and dedication.
- d) this is a well-accepted service/activity where the users provide feedback in order to better deliver new services. There are a wide range of eTools supporting this, i.e. a reporting app develop by Donegal County Council in Ireland to provide feedback and report pot-holes, graffiti, illegal dumping, etc



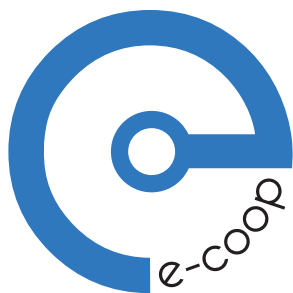
*Courtesy of Gironde County Council*



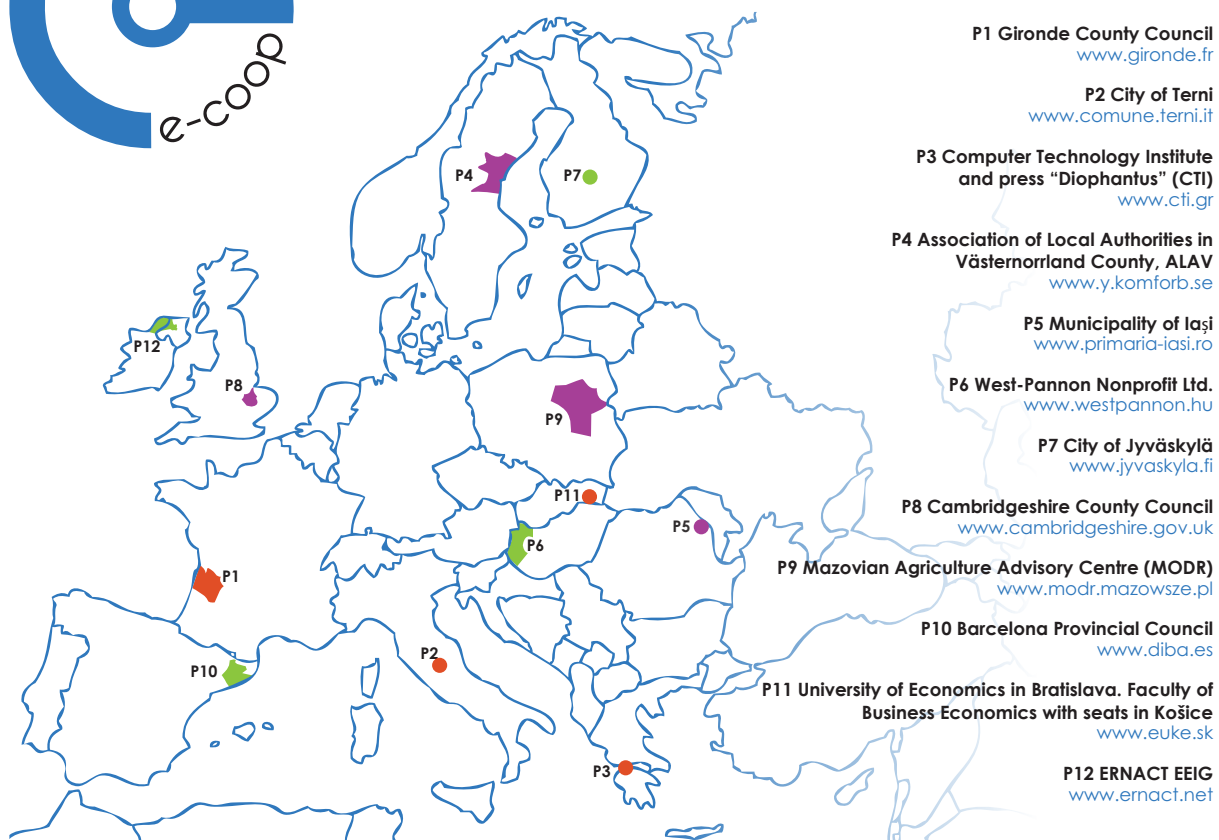
Tervetuloa! To 7.4.2011 klo 12-17 A-sali, Väinönkatu 7

**KAUPUNGIN KANGAS**  
**-SEMINAARI**

The City of Jyväskylä undertook a challenging exercise on collective co-production by designing an urban area with citizens. Prior to the preparation of an architectural competition in the Spring of 2011, the City of Jyväskylä and Jyväskylä HUB invited individual citizens, civic organisations and groups of people to come up with their own view of what a good city should look like in the future. New methods of participation were used to collect citizens' ideas and dreams. 600 people participated in the process and 15,000 people visited the website. The goal was to gather people's thoughts, dreams and ideas. The expertise of people and civic organisations were transformed into an urban plan by the competitors in the architectural master plan competition. The result was 31 highly elaborated visions for the development of the area: stories, pictures and videos. Initial participation was conducted using a variety of unconventional methods; an open web-based forum, 14 facilitated and self-run workshops, as well as consultation in public spaces, such as shopping centres and a pub. Digital storytelling and graphic facilitation were also used in workshops. The ideas and dreams formed part of the development themes which were approved by City Council in June 2011.



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