

Co-creation and public service reform

Festival of innovation: leading places
iNetwork annual conference 31st January 2018



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Outline

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- What is co-creation?
- Co-creation and public sector reform
- Co-creation and social innovation
- Co-creation and leadership
- Challenges and next steps

What is co-creation?

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What is co-creation?

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- Fuzzy concept. Magic concept
- Linked to social innovation, co-production, personalisation, co-planning, co-design
- End and means to an end
- Voorberg, Bekkers and Tummers (2013) identify three levels:
 - Citizens as co-implementers
 - Citizens as co-designers
 - Citizens as co-initiators

What is co-creation?

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- Human and social capital
- Locates users and citizens at heart of decision making
- Who are the co-creators?
- Transformational or restatement of existing models?
- Theory of change?
- Limited evidence base
- Innosi – examples but often ideal not realised (O'Leary et al, expected May 2018)

Co-creation and public sector reform

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- How to do more for less?
 - ❖ How to finance welfare and public services?
 - ❖ What is the role of social innovation?
 - ❖ The role of the state?
- What is the responsibility of the state?
 - ❖ What role should marketization play?
 - ❖ What role for the social economy?
- Individual and community perspectives?
 - ❖ What is the responsibility of the citizen?
 - ❖ What does 'activation' feel like?

Co-creation and social innovation

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- Service user/citizen engagement core to concept of social innovation
- Role of social entrepreneurs and policy entrepreneurs
- Experimentation, risk appetite, accept failure
- Evidence of follow through? Challenges of adoption/implementation?

Co-creation and leadership

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- Also fuzzy concept
- Often description of what counts as 'good' leadership
 - How is 'good' defined?
 - Where does good leadership come from? Can it be taught? Is it context/role specific?
- Co-creation necessitates change in leadership at:
 - System level, partnership working, organisation, individual
 - Planning, design, commissioning, service development, provision, evaluation, termination

Challenges and next steps

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Challenges and next steps

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- Who are the co-creators?
- Monopolistic and monolithic public services
 - Place-based initiatives key to success?
- Experimentation, risk and failure
- Professional practice
- Relationship with wider change agenda – integration, early intervention