

# A typical map for co-creation of public services might look like this...



BUT... EXPERIENCE HAS TAUGHT US THAT CO-CREATION IS NOT LINEAR AND CANNOT BE REPRESENTED AS A SINGULAR PROCESS. IT IS BEST VIEWED AS A PRACTICE, THROUGH WHICH DIFFERENT, VARIED PROCESSES EMERGE.

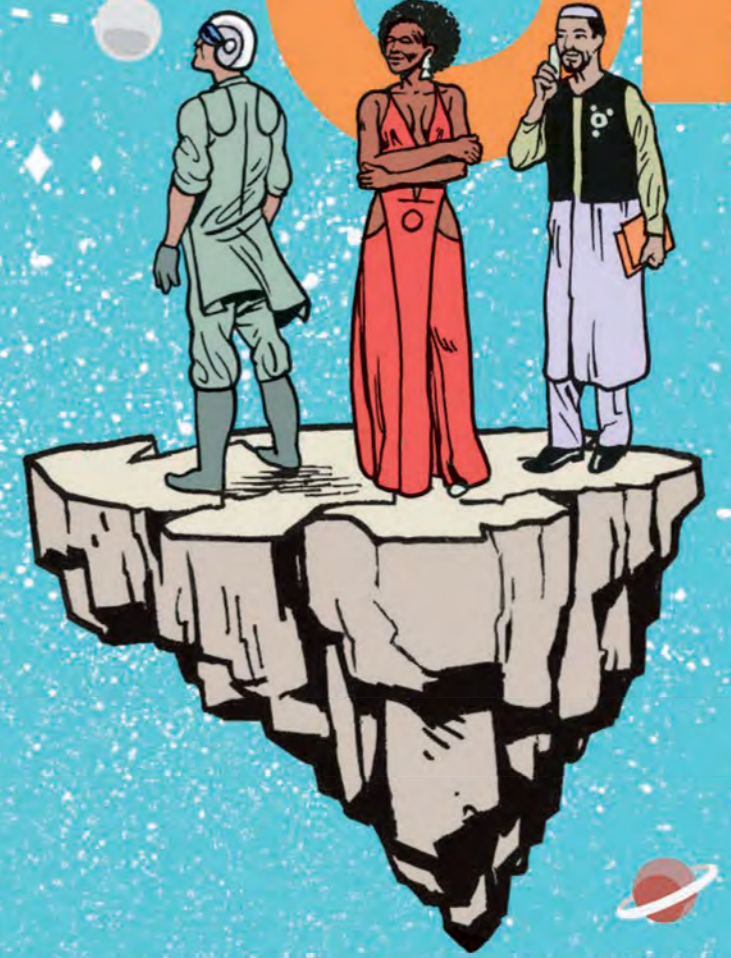
Services need to evolve and adapt over time - co-creation practices also need to change and innovate in line with the context in which they are applied.

For co-creation to work well, service providers must be prepared to take risks and share responsibility, power and resource with people, communities and partners involved in the co-creation.

Co-creation might mean allocating resources in different ways within the system and thinking differently about how services are resourced.

The system often views groups of people as 'hard to reach'. We need to flip this perspective and see our services as 'hard to engage with' and then address this issue.

It is hard for service providers to know that they are "doing the right thing". Therefore, co-creating and working with citizens widens the perspective and reduces the risk of failure.



## THE SYSTEM

HOW CO-CREATION RELATES TO THE BROADER 'SYSTEM' OF SERVICE DELIVERY

Services and societal issues are based in contexts, and these contexts influence and inform how services should be delivered. Co-creation supports the system to move away from standardized services into more personalized or localized approaches.

Evaluation is continuous, and involves a variety of stakeholders. It should support on-going learning and evolution of the service.

Co-creation is about fostering relationships. Technology can help in this, especially in certain contexts, and should go hand-in-hand with careful relationship building between all the stakeholders.

# THE COSIE CONSTELLATIONS FOR CO-CREATION IN PUBLIC SERVICES

Co-creation means a shift in power. It moves services away from doing 'to' or 'for' people, and into the domain of working with citizens and communities.

Co-creation is led by empathy - to achieve this we need to actively listen to understand and value different perspectives.

Equity is fundamental to facilitating real conversations and building the relationships that underpin co-creation activities. There is no place for hierarchy.

Not all stakeholders can commit to every co-creation activity or be involved in a whole process, but their input may be invaluable. Find easy ways to allow people to be involved in a 'light touch' way - it may lead to more substantial involvement. We should also not expect people to come to us - find out where people already are, and go to them.

Get people talking. This could be throwing a community party, using design tools or 'Living Lab' pop-ups or just picking up the phone. Essentially start the conversation and see how relationships and ideas emerge.

## ETHICAL COMPASS

CO-CREATION IS A VALUE-BASED PRACTICE THAT INFORMS HOW WE WORK WITH PEOPLE

Co-creation is not consultation. Whilst consultation is a valid way of engaging 'citizen voice' in a process, it should not be confused with the power shift that co-creation facilitates.

Deciding who to involve in conversations can be a snowball effect. Often key voices will go undetected at first but through building relationships you will find connections with more people to involve.

Transparency about the process, decision-making and the reality of the scope of the actions to be taken is vital in creating trust with participants.

## CATALYSTS

SOMETIMES GETTING STARTED IS THE HARDEST PART - CATALYSTS SUPPORT CO-CREATION ACTIVITIES TO BEGIN TO GROW

Co-creation utilizes people's strengths and capacities, bringing these together to inform and make change. In this sense, it can be seen as an asset-based approach.

Service providers need to develop skills and capacities of staff at all levels in co-creation techniques, tools and values. This may involve some groundwork and change in organizational mindset before you engage with citizens and other stakeholders.

### What materials accompany this roadmap?

The CoSIE webpage <https://cosie.turkuamk.fi>

The CoSIE toolkit provides valuable and accessible information on the concepts that appear on the roadmap, with practical examples from the pilot schemes and useful templates for exploring co-creation in any public service. <https://cosie.turkuamk.fi/roadmap>

The CoSIE Massive Online Course (MOOC) contains a variety of video and written material that enables learners to delve into co-creation concepts at different levels, according to their needs and interests. <https://sola.kau.se/cosie>

The COSIE Roadmap videos consist of a short explanatory video of the roadmap, along with a series of short animated scenarios that illustrate difficult issues associated with co-creation in public services. They are accompanied by reflective questions to help teams of co-creators to consider the risks involved and hopefully avoid some of the pitfalls. <https://cosie.turkuamk.fi/roadmap>

### What tools can I use to support co-creation activities?

Here are some of the tools we have used to facilitate co-creation in the CoSIE pilots. The toolkit provides useful descriptions and templates for these tools.

- Social media and open data
- Lived experience storytelling
- Design thinking
- The COSMOS tool
- Social hackathons
- Engagement strategies

# THE COSIE CONSTELLATIONS FOR CO-CREATION IN PUBLIC SERVICES

## The CoSIE Roadmap for co-creation in public services



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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 770492.



## What is co-creation?

Co-creation is a practice through which different people, groups and organisations with varied expertise work together to create something within the broader context of reducing power imbalances between citizens and the institutions and system that govern society.

And what does co-creation mean for public services?

It is a collaborative activity between service providers, citizens and other stakeholders that aims to enrich and enhance the value in public service offerings. Value may be understood in terms of increased wellbeing and shared visions for the common good that lead to more inclusive policies, strategies, regulatory frameworks and services.

## What isn't co-creation?

- It's not just consultation.
- It's not just person-centred practice.
- It's not just 'working together'.

And it certainly isn't a quick fix. It's a practice that builds relationships between people that supports us to use different types of expertise to find solutions and improvements for society.

## What should I think about before getting started?

- What is the context of our co-creation activities?
- What do we want to achieve through co-creation and why are we using it?
- What are the core values underpinning our approach?
- What existing capacities and assets are there to support us?
- What barriers or constraints are we facing?
- What tools and techniques for facilitating co-creation could we use?

The CoSIE toolkit offers some suggestions on ways to approach these questions.

## What is the CoSIE project?

CoSIE (Co-creation of Service Innovation in Europe) is a Horizon 2020 project that applies co-creation practices and tools in the delivery of public services. We are a consortium of 24 organizations from academia, public services and civil society from across 10 European countries.

We have piloted 11 different co-created services as part of the project. Click on the descriptions below or visit the website <https://cosie.turkuamk.fi> to access more information about our pilots.

**Poland:** Co-housing for seniors.

**Estonia:** Services for disabled people in remote areas.

**Spain:** Entrepreneurial skills for long-term unemployed people.

**Hungary:** Household economies in rural areas.

**The Netherlands:** No time to waste.

**The Netherlands:** Re-designing social services.

**Italy:** Reducing childhood obesity.

**UK:** Services for low- and medium-risk offenders.

**Sweden:** Social services for disabled people.

**Finland:** Youth co-empowerment.

**Greece:** Inner city allotment services.

**COSIE**  
Co-creation of Service Innovation in Europe



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