

# COVAL

## Understanding

value co-creation in public services

## for transforming

European public administrations





## HOW DOES PUBLIC ADMINISTRATION CREATE VALUE?

Do we take better decisions by involving citizens and public servants?

Co-VAL is an EU funded project that aims to explore the notion of value created in public administration via citizens' and civil servants' participation, along with finding ways to integrate respective practices as a way to transform public administration services and processes.

## OBJECTIVES

Co-VAL will analyze innovative public administration processes where citizens and organizations are both the providers and users (demand-driven models by bottom-up supply).

**A**

**Provide a comprehensive and holistic theoretical framework** to define value co-creation in public services.

**B**

**Measure and monitor transformative innovations in the public sector**, using both existing data and new metrics.

**C**

**Investigate value co-creation in** i) digital transformation; ii) service design and blue-printing in the participatory policy-making context; iii) innovation and living labs; iv) innovative structural relationships between public-private-third sector innovation networks and social innovation in public services.

**D**

**Generate sustainable impact in public administration policy and practice.**

# TARGETED RESULTS

Co-VAL will pursue the introduction of a new paradigm of public service design and delivery, by researching and providing recommendations for transforming public administration's decision making processes.



**A theoretical framework** to understand the value co-creation process, developing and operationalizing existing approaches and integrating service innovation multi-agent frameworks.



**New evidence and metrics** for public administration transformation and existing or ongoing efforts to develop innovative public services.



**Policy recommendations and tools**, for implementing new ideas and scaling up best-practice experiences, including indicators for monitoring and evaluating existing initiatives.

# EXPECTED IMPACT

Co-VAL aims to deliver sustainable and measurable results that will push the boundaries of current scientific knowledge and policy practices on government modernization.

## SCIENTIFIC IMPACT

- Development and integration of a public service-dominant logic (PSDL) in the new public governance (NPG) paradigm. The conceptual framework that CO-VAL will develop aims to place the PSDL dominant logic at the heart of the NPG paradigm.
- Enrichment of existing theories regarding innovation in public services, by providing a new perspective from the PSDL approach.
- New metrics and empirical evidence for value co-creation in public administration through the Co-VAL survey.
- Provide a collection of in-depth analyses on case studies in the four Co-VAL co-creations areas, representing different experiences in many European institutional and cultural environments.

## POLICY IMPACT

- Broader adoption levels of co-creation practices, ultimately resulting in cost-savings, better services, increased public trust and innovation.
- Enhance thought leadership by translating its findings into actionable policy recommendations.
- Design and propose incentives that will help overcome cultural resistance to innovation and change.
- Delivery of a data-driven tracking system for assessing the implementation of the recommendations.
- Build the foundations for a sustainable think-tank that will continue its activities in the years to come.



## THE TEAM

Co-VAL is an EU funded project that aims to find new ways of examining the co-creation of value and its integration in order to transform public administration services and processes.



UNIVERSITY OF EDINBURGH  
Business School

Universität  
Konstanz



Maastricht University



## CONTACT US



[www.co-val.eu](http://www.co-val.eu)



[info@co-val.eu](mailto:info@co-val.eu)



[@CoVAL\\_eu](https://twitter.com/CoVAL_eu)



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