

COVAL Conference: Value Co-creation, Innovation and Digital Transformation in Public Services, January 21-22, 2021

Background

The challenges that the public sector needs to address in the 21st century include providing efficient and high-quality public services, as well as improving the public sector's ability to deal with societal demands. Oftentimes, designing public services following the internal logic of government does not meet the changing needs of citizens. Public sector transformation requires thinking of inclusive ways of citizen engagement. The traditional view of top-down and supply-driven public administrations is no longer appropriate for the creation of public value. There is a need for a demand-driven design of public services that incorporates the opportunities, provided by new technologies, for the effective engagement of citizens and organizations. A key element for a public sector transformation is a paradigm shift from designing and delivering services solely based on the internal logic of public administrations to an external, open and collaborative logic.

An understanding of participatory value creation and innovation promotes a new paradigm of service provision: One that integrates the co-production and multiagent perspectives with an emerging new public service logic. This can be aligned with the on-going work on digital transformation through the use of ICT. The new paradigm fosters technological and non-technological innovation based on changing organizational procedures. Moreover, it demands a mentality open to innovation and user participation in the development of public goods and services.

Value is increasingly co-created through the involvement of all stakeholders in multiple phases of the service process: Co-planning, co-design, co-implementation, co-delivery and co-evaluation. This process can transform public administrations. Thus, a new research agenda is needed in order to help unlock this transformative power.

This conference builds on the work undertaken by the H2020 research project Co-VAL (www.co-val.eu) on value co-creation and innovation in European public administrations. The project goals are to i) provide a comprehensive and holistic theoretical framework, ii) measure and monitor transformative innovations in the public sector, iii) deliver research outcomes on four areas of public service transformation (digital transformation, service design, living-labs and public-private networks for social innovation), and iv) build practical tools and a tracking system for helping policy design, monitoring and evaluation of existing initiatives to support public service transformation.

The COVAL Conference is organized within the 30th RESER international conference on value co-creation and innovation in the new service economy. RESER is the European Association for Research on Services. COVAL and RESER join efforts to create synergies between the two communities in order to understand the latest trends in public service research towards an authentic transformation of public administration in Europe and worldwide.

COVAL CONFERENCE PROGRAM

Program Thursday 21st, 2021

8.15 Arrival & virtual registration

8.30 JOINT RESER-COVAL SESSION. Welcome session and opening:

Chair: [Jose Vicente Saz](#), UAH Chancellor.

- [Markus Scheuer](#), RESER, [Anna Triantafillou](#) COVAL, [Luis Rubalcaba](#), UAH
- [Fernando de Pablo](#). Madrid Digital Office Director. Ex-Secretary General for Digital Transformation

9.00 JOINT RESER-COVAL SESSION. Key-notes: «The future of public innovation and digital services».

Chair: [Luis Rubalcaba](#), University of Alcalá

- [Alex Roberts](#), OECD: Moving beyond sporadic innovation: Lessons learned from OPSI
- [Emanuele Baldacci](#), Director of Digital Services at DG DIGIT, European Commission

10.00 COVAL SESSION. New avenues on value cocreation and service design

Chair: [Rolf Ronning](#), University of Lillehammer, Norway

- [Jakob Trischler](#), CTF Service Research Center, Karlstad (Sweden).
- *Selected CO-VAL findings:*
 - [Stephen Osborne](#), University of Edinburgh, UK, on value co-creation
 - [Maria Røhnebak](#) University of Lillehammer, Norway on service design

11.30 COVAL SESSION: New avenues on digital transformation

Chair: [Anna Triantafillou](#), ATC, Greece

- [Gianluca Misuraca](#), Danube University Krems, Austria
- *Discussion: selecting Co-VAL findings by:* [Ines Mergel](#), Konstanz University, Germany
- Concluding remarks by [David Osimo](#) and [Francesco Mureddu](#), Lisbon Council, Belgium

13.30 COVAL SESSION: H2020 projects on public sector: sharing progress and exploring synergies

Chair by [Asa Barton](#), DG CNECT H4. European Commission

- [COVAL - Anna Triantafillou](#), ATC, Greece
- [COGOV- Keith Shaw](#), Northumbria University, UK
- [ENLARGE - Cristina Vasilescu and Erica Melloni](#), Institute for Social Research, Italy
- [CITADEL & TOKEN, Marcos Fernández Gutiérrez](#), University of Cantabria, Spain
- [TROPICO Lise Hellebø Rykkja and Line Marie Sørdsdal](#), University of Bergen, Norway,

15.15 JOINT COVAL-RESER SESSION: Special session Round table on Women for leading Public Innovation

Chair: [Ada Scupola](#), Roskilde University

A dialogue with:

- [Paz Sánchez](#), Spanish Women for Public Innovation Association
- [Mary Feeny](#), Professor of ethics in public affairs Arizona State University and author of "Power in Editorial Positions: A Feminist Critique of Public Administration"
- [Tuija Hirvikoski](#), President Of EnOLL (European Network Of LivingLabs) (tbc)

16.30 JOINT COVAL-RESER SESSION. Key-note: «People, knowledge and innovation for public value».

Chair: [Luis Rubalcaba](#), University of Alcalá

- [Mary Feeny](#), Arizona State University, School for Public Affairs, US.

Program Friday 22st, 2021**9.30 COVAL SESSION. New avenues on public service innovation**Chair, **Paul Windrum**, University of Nottingham, UK

- **Marja Toivonen**, “Public innovation” Aalto University, Finland
- **Faiz Gallouj** (University of Lille, France) on innovation networks
- *Selected CO-VAL findings:*
 - **Anthony Arundel** (UNU-Merit, The Netherlands), on public innovation metrics
 - **Lars Fuglsang**, (Roskilde University, Denmark) on living labs,
 - **Faiz Gallouj** (University of Lille, France) on networks for social innovation,

11.15 COVAL Session Public administration journals:Chair, **Stephen Osborne**, Editor of *Public Management Review*

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- **Anders Ryom Villadsen**, Journal of Public Administration Research and Theory
- **Paolo Roberto Graziano**, Editor of *Governance*

Special Issue at Administrative Sciences. Insights on value co-creation in the public sectorGuest editors: **Luis Rubalcaba**, **Kirsty Strokosch**, **Maria Røhnebak**, **Anne Vorre Hansen**, **Christine Liefoghe****14.00 JOINT RESER-COVAL Session. Round table on policies for public governance in developing economies**Chair: **Nanno Mulder**, CEPAL-ECLAC and REDLAS

- **Lea Giménez**, IDB, Institutions for Development, Innovation for Citizen Services
- **Zahid Hasnain**, Global Lead on Public Institutions Reform, the World Bank Group
- **Carlos Santiso**, Director for the Digital Innovation in Government Department
- **Francisco Velázquez**, CLAD

15.45 COVAL-IBM policy and stakeholder’s session: round table on the future of public services transformations and policy and research agendasChair, **David Osimo**, The Lisbon Council, BelgiumCo-Chair, **Dan Chenok**, C. for The Business of Government. IBM Global, US**16.15-17.30 The view from different organizations**

Walter Ganz, Fraunhofer Institute, IAO, Germany; **Miquel Estape**, LivingGob, Barcelona; **Francisco Rojas**, Novagob e Innolabs; **Dan Chenok**, Center for The Business of Government. IBM, US; **Gianluca Misuraca**, European Commission, Joint Research Center; **Francesco Mureddu**, The Lisbon Council; **Charlotte van Ooijen**, The Lisbon Council

Policy and research agenda (Debate towards a policy agenda and a research agenda)

Parallel sessions in the RESER Congress

RESEARCH TRACKS

- TRACK 1: Value co-creation in public services**
- TRACK 2: Service innovation and innovation ecosystems in services**
- TRACK 3: Digital transformation in public services**
- TRACK 4: Measuring value co-creation and innovation in services**
- TRACK 5: Service design and co-creation methods for services**
- TRACK 6: Living-labs and co-creation spaces for services**
- TRACK 7: Servitization, smart services and industry 4.0**
- TRACK 8: Services globalization and trade**
- TRACK 8b. Economic geography of services**
- TRACK 9: New paths in services research: digitalization and jobs**

PRACTITIONERS TRACK

- TRACK 10: Policy actions and cases for public sector transformation**