

Policy at a Glance
Co-creation
facilitates
**user-centricity
& take-up of
digital public
services**



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Co-creation Guidebook



www.co-creation.mobile-age.eu



Policy priority

Addressing the low take-up
of eGovernment services,
in particular by older adults,
and facilitating citizen
participation



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Challenges

- ◆ Despite progress, the **take-up of eGovernment services is low.**
- ◆ **Amongst older adults, the uptake is even lower**, although the benefits of digital public services may be higher than for other age group.
- ◆ eGovernment services need to become **more user-centred**, ideally by involving citizens in their planning, design and delivery.
- ◆ Addressing the **needs of older citizens becomes more important** as Europe's population is ageing.

Policy recommendations

- ◆ Improve the quality of eGovernment services and uptake, by **involving end users as partners** in the planning, design and provision of digital services.
- ◆ **Carefully plan and evaluate your co-creation project.** It is a complex and demanding process for both sides: government units as well as citizens.
- ◆ **Carefully define your target audience;** consider and engage all relevant stakeholders according to their skills and expertise.
- ◆ **Engage a knowledgeable and motivated group of citizens** who are representative of the target audience.
- ◆ **Plan sufficient resources** and time, as co-creation requires more than ordinary service design.
- ◆ Make sure government units can meet the proposals of citizens with **sufficient scope for action** to implement ideas and translate them into actions, tools and services.