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## Policy briefs

Co-creation as a way to facilitate user-centricity and take-up of eGovernment services. The case of digital public services for older adults

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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 693319. This material reflects only the author's view and the Research Executive Agency (REA) is not responsible for any use that may be made of the information it contains.

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



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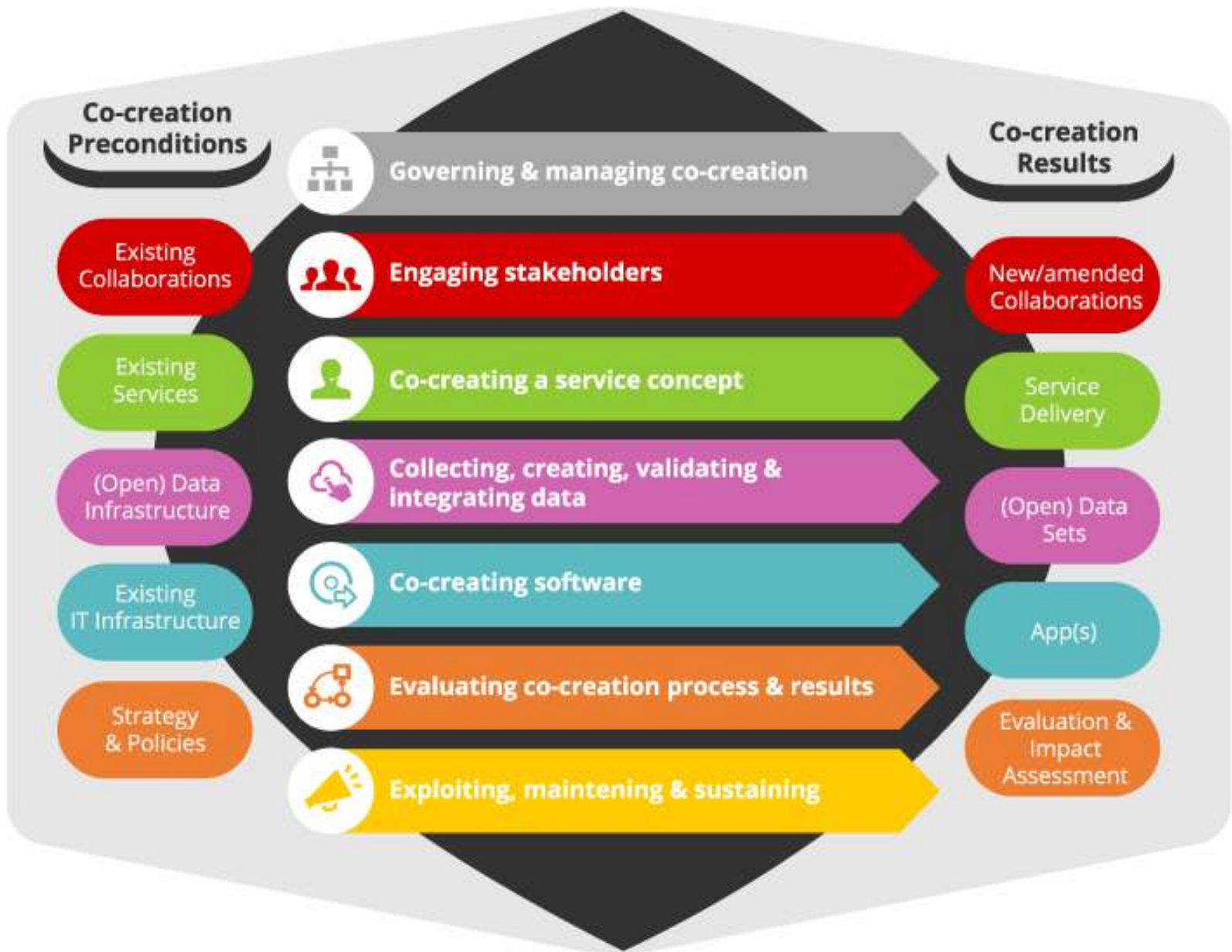
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## Considering co-creation

- Co-creation may become a way to **improve the quality of eGovernment services** and thus their **uptake**, by involving end users as partners in the planning, design and provision of digital services.
- However, co-creation is a complex and demanding process for both sides: government units as well as citizens, and requires careful planning and evaluation.





# Biggest challenge

Engage a knowledgeable and motivated group of citizens whose contributions lead to improvements of a service that benefits an entire target group.



## Four general steps...

(1) a broad consultation on the collaborative improvement of information services on different topics,

(2) a formal and official selection of a specific problem focus and allocation of resources for co-creation,

(3) the service design process itself,

(4) a systematic evaluation of the co-created service.



# Policy recommendations



- Co-creation **requires more resources than ordinary service design**
- It only pays off when government units meet the proposals of citizens with **sufficient scope for action**
- It is more likely for **local or regional information services** than for nationwide transaction services



Thank you for your attention!



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