



EVENT ON THE EUROPEAN PRIMER ON CITIZEN / CUSTOMER SATISFACTION MANAGEMENT

PRAGUE, 27 APRIL 2009

Public sector organisations have to be more responsive to society's needs and demands. They are being reformed in order to provide better, faster and more services. Governments need to provide more choice, democracy and transparency by interacting with citizens/customers at all stages of the policy and service delivery process (in designing, decision making, producing/implementing and evaluating).

The dynamic way of getting citizens/customers of public services involved so as to enhance their perceptions, expectations and commitment through active participation, has to be a common strategy to obtain a legitimate level of quality of and satisfaction with public services. This changing role of citizen/customers of public services has an impact on the policy and management cycle as a whole. Traditionally, the policy and management cycle is dominated and controlled by politicians and administrators. Now, citizens-customers are increasingly involved in this policy and management cycle at different stages, so they become co-designers, co-decision makers, co-producers, and co-evaluators).

This high level event will focus on the why and the how on involving citizen/customers in the different stages of the policy and management cycle in order to have a better insight and giving public sector organisations the possibilities in better managing satisfaction.

Therefore the target group are top and line managers from both horizontal and operational public sector organisations (Ministries, Agencies, regional and local authorities)

This event is an initiative of EUPAN (European Public Administration Network) on behalf of the Czech Presidency of the EU and supported by EIPA (the European Institute of Public Administration – Maastricht).

Practical Information

Congress venue
Fee: 150 €





Programme

Monday 27 of April

08.30 – 09.00 **Welcome and registration of participants**

09.00 – 10.00 **Introduction**

Welcome word by the Czech Presidency of the European Union
ROBERT LEDVINKA (Director-General, Ministry of Public Administration, Czech Republic)

“The citizen / customer in the focus of European Public Administrations: importance, origin, and future,...”

PATRICK STAES (Seconded national expert, European Institute of Public Administration - Maastricht)

“Strengthening public administrations by empowering the citizen/customers: citizen/customers as co-designers, co-decision makers, co-producers and co-evaluators”

Prof. dr. GEERT BOUCKAERT (Director Public Management institute university of Leuven and President of the European Group of Public Administration - EGPA)

An insight view in “customer Insight”

ROY STEPHENSON (Deputy Director, Cabinet Office - UK)

10.00 – 11.00 **Cutting edge cases on insight and customer satisfaction management**

“Using customer’s views to improve business processes and operations”

JILL SUYKENS (De LIJN: Flemish public buss company – Belgium)

“Changing the way of developing educational policy: taking into account the insights of parents and children”

SARA JONES (Department of Children, Schools and Families - UK)

11.00 – 11.30 **Coffee Break**

11.30 – 13.00 **Parallel working sessions**

Session 1: Co-design

- “Methodological aspects and instrumental aspects of co-design: the technique and the use of customer journey mapping in public sector organisation”
ROY STEPHENSON & SARA JONES (UK)
- Case “Involving partners/customers in simplifying and improving the process of starting a company by customer journey mapping”
ULF LARSSON (Agency for Economic and Regional Growth, Nutek - Sweden)
- Case on “customer journey mapping on moving”
JOHN KOOTSTRA (Ministry of the Interior - The Netherlands)
- Interactive discussion defining strengths and weaknesses on the techniques and possibilities for co-design in public sector organisations



Session 2: Co-decision

- “Methodological aspects and instrumental aspects of co-decision: techniques of citizen / customer panels, consultation,...in public sector organisations”
TORE-MARTIN BREDAL (The Ministry of Government Administration and Reform – Norway)
- Case “A case of participatory budgeting”
ROCIO LOPEZ (City of Cordoba – Spain)
- Case “Addressing cultural diversity through cross-cultural networks”
ANNE WEHKAMP (City of Sollingen – Germany)
- Interactive discussion defining strengths and weaknesses on the techniques and possibilities for co-decision in public sector organisations

Session 3: Co-production

- “Methodological and instrumental aspects of co-production”
ELKE LOFFLER (Governance International, Birmingham - UK)
- Case “cooperation between local authorities and NGOs in planning for social services”
(Ministry of Labour and Social Affairs – Czech Republic)
- Case “vigilant neighbours” co-production in public security
(Gendarmerie Nationale – France)
- Interactive discussion defining strengths and weaknesses on the techniques and possibilities for co-production in public sector organisations

Session 4: Co-evaluation

- “Methodological aspects and instrumental aspects of co-evaluation: Measuring citizen/customer satisfaction “overview of qualitative and quantitative ways of evaluating”
DR. STEVEN VAN DE WALLE (Co-Chair of the EGPA study group on quality and productivity, Associate professor Erasmus University Rotterdam- The Netherlands)
- Case “the case of civic evaluation of public services” citizens, together with civic associations and public administrations, evaluate public local services and school services
ADRIANA BIZZARI (in charge for the civic evaluation for school services, Cittadinanzattiva - Italy).
- Case “Receiving and using different sources of customer feedback for improvement”
HELI KNIHTI (Social Insurance Institution - Finland)
- Interactive discussion defining strengths and weaknesses on the techniques and possibilities for co-evaluation in public sector organisations

13.00 – 14.30 **Lunch and networking moment**

14.30 – 16.30 **Plenary panels discussing on the results of the parallel working sessions**

Panel 1: “From design to co-design: Possibilities for public sector in involving citizen/customers in the policy, service delivery design.”

- **ROY STEPHENSON & SARA JONES** (Cabinet Office – UK)
- **ANDRÉE VAN ES** (Director-General, Ministry of the Interior - The Netherlands)
- **ULF LARSSON** (Agency for Economic and Regional Growth, Nutek - Sweden)
- **GUY WAGENER** (Ministry of Public Administration – Luxembourg)

Panel 2: “From decision to co-decision: Possibilities for public sector in involving citizen/customers in the decision-making process.”

- **TORE-MARTIN BREDAL** (Ministry of Government Administration and Reform – Norway)
- **KATJU HOLKERI**, Head of Unit, Ministry of Finance - Finland)
- **CASE** presenter from the workshop session
- **FRANCOIS BEAUVAIS** (Ministry of Budget and Public Administration – France)

Panel 3: “From production to co-production: Possibilities for public sector in involving citizen/customers as co-producers in policy executing and service delivery.”

- **ELKE LOFFLER** (Governance International, Birmingham - UK)
- **CHRISTIAN BASON** (Manager of Mindlab - Denmark)
- **CASE** presenter from the workshop session
- **NIKOS MICHALOPOULOS** (Ministry of the interior - Greece)

Panel 4: “From evaluation to co-evaluation: Possibilities for public sector in involving citizen/customers in the evaluation of public services.”

- **STEVEN VAN DE WALLE** (University Rotterdam - The Netherlands)
- **ANGEL IVANOV** (Deputy Minister of State Administration and Administrative Reform - Bulgaria)
- **ADRIANA BIZZARI** (in charge for the civic evaluation for school services, Cittadinanzattiva - Italy)
- **LAURA MASSOLI** (Ministry of public Administration - Italy)

16.30 – 17.00 Conclusions

PROF. DR. GEERT BOUCKAERT (Director Public Management institute university of Leuven and President of the European Group of Public Administration - EGPA)

NICK THIJIS (Lecturer at the European Institute of Public Administration – Maastricht, The Netherlands)