Co-Production for Better Outcomes

Dr. Elke Loeffler

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What we offer to support effective co-production

- **CPD Certified Co-production Star Training**
  to provide public services and communities with skills for co-production

- **CPD Certified Training on Outcomes-based Commissioning**
  for all stakeholders involved in commissioning

- **Evidenced based research**
  to evaluate co-production

- **Peer reviews and study visit programmes**
  to learn from co-production champions in the UK and internationally

- **Over 70 international case studies**
  from social care and other public services
What is co-production of public services and outcomes?

"Co-production is about professionals and citizens making better use of each other’s assets, resources and contributions to achieve better outcomes or improved efficiency."

http://www.govint.org/our-services/co-production/

“It takes two – professionals and communities”
Co-production in the Governance International Public Value model

Public Governance Principles

- Needs
- Behaviour change
  + Co-production
  = Commissioned services

- Political priorities
- Expressed demand

Political priorities

Expressed demand

Needs

Behaviour change

Co-production

Commissioned services

Individual outcomes
USER VALUE

User resilience

Community outcomes
SOCIAL VALUE

Community resilience

Business outcomes
ECONOMIC VALUE

Market resilience

Service resilience

Public organisations

Private business

Social enterprises
Which outcomes do we want co-production to enable?

- Good health
- Equal opportunity
- Employability
- Feeling safe
- Environment
- Social connections
- Educational level
- Transformative outcomes
- Education, employment, and skills development
- Comfortable home
- Fun/leisure
- Healthy community
- Wellbeing and resilience
- Environment and social connections
- Stable but low outcomes
- Good health and employability
- Employment and skills development
- Good neighbourhood and community
- Good health and educational level
Whose outcomes matter?
How to achieve better outcomes through co-production?

The five steps of the Co-Production Star

1. **Map** existing co-production approaches and new opportunities (Co-production Explorer)

2. **Focus** on those with highest impact (Outcome- Contribution-Matrix)

3. **People** your co-production approaches (Capabilities Assessment)

4. **Market** the behaviour change (Outcomes Assessment and Co-production Charter)

5. **Grow** co-production through culture and system change (Outcomes-based Commissioning).
Case study 1
Young people services: From NEET to PETE in Surrey County Council

Objective
• Improve employability of young people in Surrey CC

Co-production and outcome-based commissioning approaches
• Outcomes-based framework
• Involving young people co-commissioning, co-design, co-delivery and co-assessment
• Focus on prevention and effective support for very disadvantaged young people

Results
• A 60% reduction in the number of young people who were NEET (2012–2014)
• A 90% reduction in the number of young people who were first-time entrants to the criminal justice system (2009–2013)
Case study 2
Wigtownshire Women and Cancer – Co-production powered by Courage, Compassion and Tea Parties!

Objective
Improve the well-being of people affected by cancer, particularly post-treatment

Co-production approaches
• PositiTea Parties and Big Fashion Shows
• Awareness raising - local schools and children’s books
• Peer support through closed Facebook page

Results
“It was so good to talk to someone about what I’ve been through, who understands - and to have a laugh, too” (A lady who attended one of the Tea Parties).

“I was very nervous - but having my make-up done, showcasing clothes and getting that response from the audience made me feel great and I was glad I did it!” (One of the Big Fashion Show models).
Case study 3
Co-production Star Action Learning in the Employment Agency of Offenbach, Germany

Systematic experimentation in 5 Labs related to
- co-commissioning,
- co-design,
- co-delivery and
- co-assessment
in employment services.

Contact: Dr. Matthias Schulze-Böing, Head of the Employment, Statistics & Integration Policies Department of the City of Offenbach
Which pathways are most used in your service – prevention, treatment or rehabilitation/recovery?

Which pathway do you believe needs more attention in the future?

Which pathway is co-production most effective in supporting?

To reduce social harm from problems
- To prevent occurrence of problems
- To improve treatment
- To improve rehabilitation after treatment

To bring about behaviour change by those likely to suffer from problems
- To reduce the prevalence of conditions in which the problem is likely to occur
- To design appropriate rehabilitation programme

To ensure rehabilitation programme is followed
Further Literature


We wish you lots of success in your co-production journey!

Stay in touch...

Elke Loeffler  
Governance  
International

Web: www.govint.org  
Email: elke.loeffler@govint.org  
Twitter: @govint.org

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Co-Production Star  
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