Municipality of Esbjerg
Denmark

Overcoming Challenges in Co-production
Elsebeth Nebeling
Co-production in the Municipality of Esbjerg

- Strategic level: Vision 2025
- Forum of Integration and Employment
- Service Design on digital application of income support

- Competency development for social workers
- Social Stamp Card for politicians
The Strategic Level

Community and diversity
We aim to be an international and accommodating municipality with strong communities, associations and networks.

Participation and influence
We intend to build on top of the already strong sense of community and citizenship by creating the best framework for co-creation. We hope to achieve balanced partnerships, to which everyone makes a contribution, as these reinforce community, providing a sense of purpose and pride for the individual.
Forum of Integration and Employment

The members are:
• Politicians
• Local companies
• Jobcenter - public
• Department of Children and Culture
• Danish Refugee Council
• NGO’s representing refugees
Digital application for social benefits

*Increased from 15 to 150 digital applications*

**Service Design Method**

- Developing a User Journey Map
- Interviewing the applicants
- Adjusting the map
- Making a prototype
- Doing field studies while the applicants used the digital application form
- Introduction film
Competency Development

- Competency development for 1100 employees in social care for adult disabled and vulnerable people
- The professionals are changing their point of view
- The user and the professional share the responsibility
The profession works 'inside-out' from a stable core of skills and competences.

The profession's competences are characterised by the specific environment and conditions – in co-operation with other professions on the task.
Social Stamp Card

Invented by the members of The Vulnerable People’s Council

A local politician meets with a vulnerable person who shares her/his personal story.
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