

Urban and Rural Balance

Co-creational development of digital public services



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Organisation: Municipality of Örnsköldsvik

Country:

Level of government: Local government

Sector: Education, General public services

Type: Communication, Digital, Public Service

Launched in: 2013

Overall development time: 1 year

Link to the innovation's website

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Description

Our innovation deals with the co-creational development of digital public services based on individual needs and perspectives of so called Should-Be-Images that are future ideal scenarios. The project was carried out in public private partnerships in collaboration with national, local and foreign companies, municipality committees, village associations, politicians and leading officials. The parties all agreed on creating an online platform and a related application that can serve as an accessible forum for people in rural territories. The aim was to connect people and finally link them to different services and events due to the platform.

An important part of the implementation of the project was to change the attitude among the participating actors and target groups, leading to viral marketing and information dissemination as well as to the distribution of new skills. The outcome includes:

- New communication channels and simplified communication between individuals and agencies.
- A new e-service platform, based on openness and transparency and adaptation of open data. The platform takes existing and new service points to the next level and provides public apps for smartphones and tablets with a simple input interface that anyone can use <http://www.bygdostad.se>.
- New community services/apps for smartphones/tablets, e.g. an iOS and Android app BygdoStad comprising events/activities in Örnsköldsvik municipality, marketing services, advertising, calendar, bulletin board, etc. They are available on Appstore and Google Play, and can be generalised for an arbitrary county.
- Changes in attitude among politicians, policy makers, companies and individuals.
- A co-creative process of innovation where new perspectives and concepts are co-created to become Should-Be-Images.
- Environments for Rural Development.

Why the innovation was developed

- Improve quality of life and public welfare.
- Enhance visibility and increase the level of digital communication.

Objectives

Improve access, Improve service quality, Improve social equity, Improve user satisfaction, Increase citizen engagement

- To generate new communication channels between individuals and agencies.
- To build a new e-service platform.
- To create applications for smartphones with simple input interface that anyone could use.
- To finally change the attitudes of participants.

Main beneficiaries

Businesses, Civil Society, General population

- Citizens (20 000).
- SMEs (200).
- Associations/organisations (100).

Results

Effectiveness

- Increased citizen dialog.
 - Increased civil use.
 - Improved communication networks.
 - Set up 7 new village (fiber) network associations.
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Service quality

Accessibility:

- Creating the website and the application with a user-friendly interface that anyone can use.
 - Application is available on AppleStore and GooglePlay. It is frequently used.
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Other improvements

- Diminished vulnerability.

Development

Design

By consulting front line staff, users and other parties as well.

Design time: 3 months

Testing

- Trialling: Creating a future ideal scenario with a target group.
- Prototyping: Iterating, evaluating the feed-backs.
- Piloting.

Testing time: 3 months

Implementation

Tools used:

- Defining a problem, analysing the situation.
- Creating a future ideal scenario (Should-be-Images) with the participation of all parties concerned.
- Keep iterating, looping and gather as much feedback as possible.
- Evaluating and co-creating a prototype.

Resources used:

- VINNOVA (SEK 2 000 000).
- Municipality of Örensköldsviks (SEK 100 000).
- University of Stockholm (SEK 40 000).
- Innovation Impact (SEK 40 000).
- Innelandet AB (SEK 20 000).

For more information concerning these actors, please see below under partnerships.

Implementation time: 4 months

Partnerships

Innovation Impact

Private sector

The public private partnership set a well balanced environment with different welfare perspectives and different views on user and societal needs that led to a creative and interactive discussion on how to design, test and implement digital services in an optimal way. The work was carried out in collaboration with sub-contractors: Core IT AB (Ltd.), Innelandet AB (Ltd.), Dohi Sweden AB (Ltd.).

VINNOVA and the Municipality of Örensköldsviks

Other Public Sector

VINNOVA as the Swedish Governmental Agency for Innovation Systems and the Municipality of Örensköldsviks participated in the project and gave their supportive background during the whole process.

University of Stockholm

Academics and Research Bodies

The research center supported the project by actively participating in the discussions.

End-users

Civil Society

As the innovation project, Urban and Rural Balance was realized to develop digital services for people living in the countryside, their engagement in the process enjoyed priority.

Lessons Learned

Lessons Learned

- Need to develop digital services and communication networks in parallel.
 - Changing attitudes is necessary.
 - Create trust by truly involving citizens in every step of the project.
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Conditions for success

- Build up services while communicating with all the participants of the project.
- Citizens engagement is a must.

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