



# Collaborative innovation in the public sector: theoretical background and research trends

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# Content

- Collaborative innovation
- Co-production vs. co-creation
- Instruments promoting collaborative innovation in the public sector
- Co-creation/co-production research trends

# Collaborative innovation

- Alternative to hierarchical and competitive strategies
- Underpinned in the theory of Public Value
- Two kinds of public sector collaborative innovations (Van Dijck *et al.* 2017):
  - collaborative innovation with internal stakeholders
  - collaboration with external stakeholders.
- Co-production and co-creation

# Co-production

- Established in the 1970s
- Revival in the context after the 2008 economic crisis
- Shift from the New Public Management to the New Public Service approach and the New Public Governance
- Problem of ideological and conceptual ambiguity

# Co-production vs. Co-creation

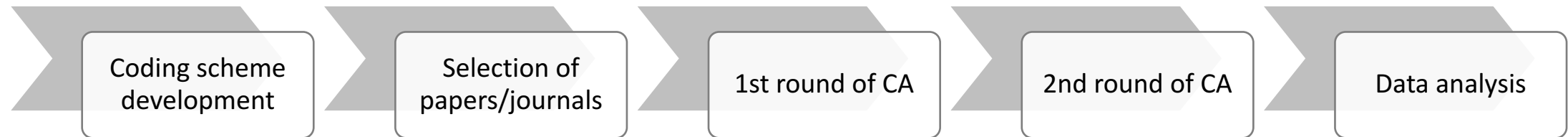
- Three groups of definitions of co-production:
  1. General definitions
  2. Definitions confined to the delivery phase of the service production process
  3. 'All-encompassing' definitions of co-production
- Co-production and co-creation interchangeable concepts?!
- Conceptual delineation between co-production and co-creation
- Problems:
  - interrelation of co-production and co-creation
  - their relation to other 'co-' concepts.

# Promotion of collaborative innovation

- Instruments:
  - New institutional designs
  - Integrative leadership
- Problem: the lack of empirical data about the exact impact/effects of these instruments on innovative outcomes.

# Co-creation/co-production research trends

**Method: content analysis (CA) of 155/139 WoS papers**



**3 groups of parameters:**

1. Paper descriptors
2. Methodological framework
3. Co-creation characteristics

**WoS:**

1. Timespan: 2009-2018
2. Including co-creation OR co-production
3. WoS field: public administration

# Coding scheme – Paper descriptors

- Journal title
- Journal category
- Country of authors' affiliation
- Year of publication

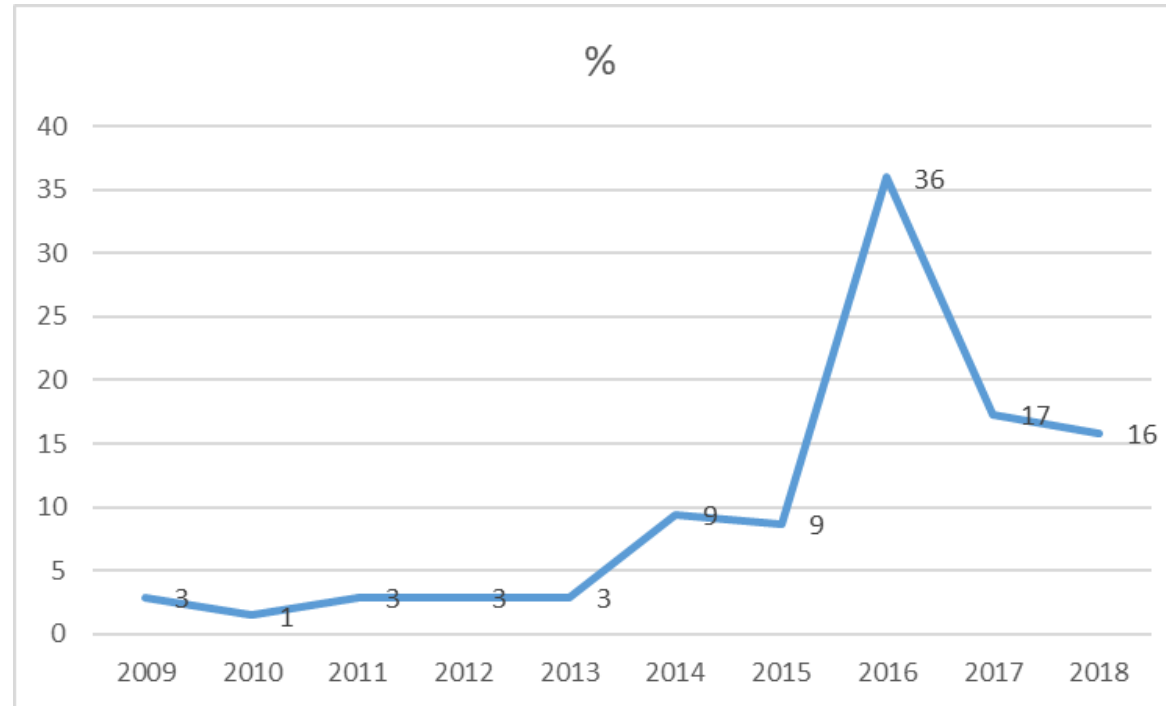


# Preliminary results – Journal category

- In which journals is co-creation most often addressed?

Journal category	%
Public Management	22
Public policy	24
Public Administration/Local government/Administrative Science	30
NA (book chapter)	22
Other	1

# Preliminary results – Year of publication



# Preliminary results – Authors origin

- 32 countries identified

<b>United Nations geoscheme for Europe</b>	<b>%</b>
Eastern Europe	3
Northern Europe	41
Southern Europe	8
Western Europe	17
Australia	7
Asia	7
South America	1
North America	15
Africa	1

# Coding scheme – Methodological framework

- National/comparative
- Theoretical/empirical
- Quantitative/qualitative
- Data gathering methodology

# Preliminary results – Methodological framework

<b>Methodological approach</b>	<b>%</b>
Theoretical	22
Empirical	78
SUM	100

<b>Empirical: Quantitative/Qualitative</b>	<b>%</b>
Quantitative	17
Qualitative	78
Both	6
SUM	100

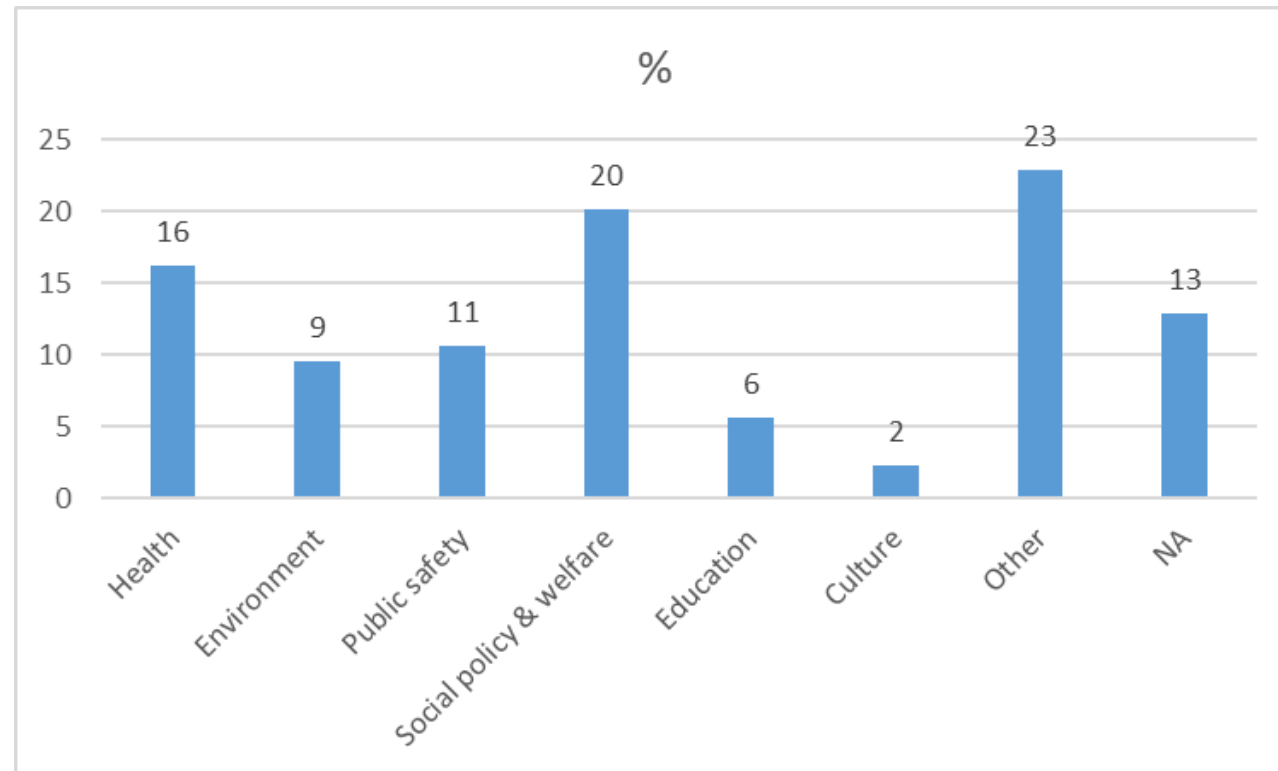
<b>National/Comparative</b>	<b>%</b>
National	65
Comparative	14
NA	21
SUM	100

<b>Data gathering method</b>	<b>%</b>
Case study	28
Literature review/document analysis	23
Survey	7
Interviews/focus groups	29
Other	13
SUM	100

# Coding scheme – Co-creation characteristics

- Field of co-creation
- Co-creation target group
- Presence of digital dimension
- Co-creation roadmap
- Co-creation drivers/enablers/barriers
- Co-creation maturity models
- ...

# Preliminary results – field of co-creation



# Preliminary results – co-creation target group

<b>Co-creation target group</b>	<b>%</b>
Internal users	39
External users - citizens/clients	39
<b>External users - businesses</b>	<b>7</b>
External users - civil society/third sector organizations	10
Other	4
SUM	100



# Preliminary results – Digital dimension

<b>Digital dimension included?</b>	<b>%</b>
Yes	17
No	83
SUM	100

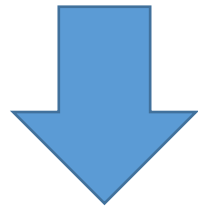
# Preliminary results – Co-creation roadmap

<b>Co-creation roadmap/framework included?</b>	<b>%</b>
Yes	6
No	94
SUM	100

<b>Maturity system/model</b>	<b>%</b>
Yes	4
No	96
SUM	100

# Conclusion

- How to proceed with co-creation research and practice?
  - Maturity assessment
  - Roadmaps for co-creation.
  - Technological support.



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