

Better Public Service Delivery and Cost Reduction through Innovative Change Management Processes

Amsterdam (NL), 25-26 February 2016



European Institute of Public Administration
Institut européen d'administration publique

Location
Youth Protection Amsterdam Region
(Jeugdbescherming Regio Amsterdam)
Overschiestraat 57, 1062 HN Amsterdam
The Netherlands
www.jbra.nl

Introduction

Target group

This seminar is designed for managers and change agents involved in or aiming at public sector innovation and change management. This includes public officials from central, regional and local administrations engaged in public service delivery, as well as project managers and project developers who want to improve their knowledge and practical skills in relation to system wide change processes in the public administration.

Description

The key question for public administrations across Europe is: how can the public sector find radical new ways of delivering better services and outcomes at significantly lower costs?

Innovative system-wide change processes and provision of customer-focused service delivery models, designed around the needs of the users, holds a significant potential to improve both effectiveness and efficiency in public service delivery.

The seminar is developed in cooperation with the **winner of the European Public Sector Award (EPSA 2015)**, the Youth Protection Amsterdam Region – a certified youth care institution – that initiated an innovative system-wide change process with a strategic focus on value creation for the clients, new network governance, a client focused case management and introduction of new IT support systems. The results are tangible and impressive: reduction of administrative burdens with 75% and yearly societal cost savings of 30 MEUR.

The seminar is a unique opportunity to learn from the successes of the Youth Protection organisation and to gain practical insight and tools on how to design and manage innovative change processes leading to radical results. The seminar will take place at the premises of the Youth Protection organisation in Amsterdam where participants will learn directly from the management and staff involved in the

change processes. Furthermore, participants will experience how redesign of the physical work place can support new organisational work processes.

The focus of the seminar is how to create budget savings and at the same time increase the quality in public service delivery through innovative system change and change management processes. The seminar will take the participants through the steps of a successful change process. Focus will be on both the internal processes (different staff categories) and the external processes (cooperation with stakeholders and involvement of the clients). Participants will be actively involved in the seminar through discussions and in tailor-made exercises.

Learning methodology

The seminar applies a practice-learning perspective and will benefit from the EPSA 2015 winning project to illustrate the current trends in public service innovation and how system wide change processes can lead to significant cost reductions and improved quality in public service delivery.

Participants will gain insights and tools on:

- how to design and manage successful organisational change processes in cooperation with staff;
- how system change and testing of new solutions benefits public innovation processes;
- how co-creation of services with citizens leads to value-creation for clients and cost reduction.

Objectives

The objective is to enhance participants' understanding of system wide changes and focus on client value creation as concepts for more cost-efficient public service delivery and to equip them with concrete tools in relation to change management processes and human-centred design approaches, which they will be able to apply in their own organisational contexts.

Programme

THURSDAY 25 FEBRUARY 2016

- 09.45 **Welcome and registration of participants**
- 10.00 **Public sector innovation**
- Innovation in the public sector – current challenges and trends
 - The future of public services through value creation and change management
- Susanne M. Nielsen, Capacity-Building Specialist and Manager of the European Public Sector Award, EIPA, Maastricht (NL)*
- 10.30 **Innovative system-wide change process**
- How to get started and manage a system-wide change process – redefining vision, mission and values
 - Transformational leadership building
 - Delegation and empowerment oriented leadership
- Sigrid van de Poel, CEO, Youth Protection Amsterdam Region*
- 11.15 Coffee break
- 11.30 **Increasing public value and reducing costs at the same time**
- Identification of organisational purpose and how to ensure value creation for clients
 - The process of cutting unnecessary administration – through the Vanguard Method
 - Introduction to client-centred case management
- Marc Dinkgreve, Ambassador of Knowledge, Youth Protection Amsterdam Region*
- 12.45 Lunch
- 14.00 **Embedding change and value creation within the public administration**
- Barriers for innovation in the public administration
 - Methods for client involvement
 - Approaches and recommendations for overcoming innovation barriers
- Viktor Bekkers, Professor and Co-ordinator of the EU LIPSE project (Learning from Innovation in Public Sector Environments), Erasmus University Rotterdam*
- 15.30 Coffee break
- 15.45 **Implementing change – improved service delivery and cost savings**
- Exercise:** Participants will, through a tailor-made exercise, identify strategic management of innovation processes and operations planning in the public administration
- Susanne M. Nielsen and Marc Dinkgreve*
- 17.00 Drinks and social exchange between participants and presenters

FRIDAY 26 FEBRUARY 2016

- 09.30 **Recap of day one**
- 10.00 **Building a learning organisation and ensuring staff motivation throughout the change process**
- Establishment of robust learning systems at shop floor level
 - Establishment of multi-functional, cross-sectional teams
 - Empowerment of staff
- Marc Dinkgreve (or other staff member), Ambassador of Knowledge, Youth Protection Amsterdam Region*
- 11.30 Coffee break
- 11.45 **Improved delivery of public services through flexible work design, mobile office work and e-case management**
- Staffing for innovation
 - Set-up of flexible collective working spaces, co-working facilities
 - Introduction of new system for electronic case-management
- Joris Foekema, Team manager Facilities and ICT, Youth Protection Amsterdam Region*
- 12.45 Lunch
- 14.15 **Client-centred service delivery in practice**
- Client-centred service delivery
 - Management of functional teams in practice
 - Lessons learned and recommendations
- Joyce van Vliet-Wessel, Team manager of Multi-disciplinary team, Youth Protection Amsterdam Region*
- Guided walk through the organisation to visit staff facilities and see demonstration of e-case management
- 15.30 Coffee break
- 15.45 **Improved public service delivery**
- Exercise:** Participants will, on the basis of tailor-made cases, identify methods for client-centred approaches for improved service delivery
- Susanne M. Nielsen and Marc Dinkgreve*
- 16.30 **End of the seminar**



General Information

Programme

The programme will commence on Thursday at 09.45 and will finish on Friday at 16.30.

Seminar venue

Youth Protection Amsterdam Region
(*Jeugdbescherming Regio Amsterdam*)
Overschiestraat 57
1062 HN Amsterdam
The Netherlands
www.jbra.nl

Language

The seminar will be conducted in English.

Fee

EIPA Members* fee: €995
Regular fee: €1105

The participation fee includes documentation, two lunches and refreshments. Accommodation and travel costs are at the expense of the participants or their administration. Please tick the relevant box in the registration form when registering for a seminar. Note that reductions cannot be accumulated. For more information, please visit EIPA's website: <http://seminar.eipa.eu> (FAQ - special discounts)

* EIPA Members can take advantage of a reduced fee; this is available to all civil servants working for one of EIPA's member countries (i.e. AT, BE, BG, CY, CZ, DK, FI, FR, DE, GR, HU, IE, IT, LT, LU, MT, NL, NO, PL, PT, ES, SE, UK), and civil servants working for an EU institution, body or agency.

Hotel

The hotels listed below are within walking distance of Youth Protection Region Amsterdam (*Jeugdbescherming Regio Amsterdam*). Payment is to be made directly and personally to the hotel on checking out.

<http://corendonhotels.com>
www.hotelcouture.nl
www.westcordhotels.nl/hotel/fashion-hotel-amsterdam

Meals

Lunches and dinner will be served at a restaurant in town. Should you require a special menu (e.g. vegetarian, diabetic), please inform the Programme Organiser so that this can be arranged.

Registration

Kindly complete the online registration form which can be found on EIPA's website <http://seminars.eipa.eu> before 8 February 2016.

Your name and address will be part of EIPA's database for our mailing purpose only. If you do not want to be included in our mailing database, please tick the box on the registration form.

Confirmation

Confirmation of registration will be forwarded to participants on receipt of the completed registration form.

Payment

Prior payment is a condition for participation. Please indicate the method of payment on the registration form. For cancellations received within 15 days before the activity begins, we will have to charge an administration fee of €150 unless a replacement participant is found.

Cancellation policy

EIPA reserves the right to cancel the seminar up to two weeks before the starting date. EIPA accepts no responsibility for any costs incurred (travel, hotel, etc.). For EIPA's cancellation policy, please visit our website <http://seminars.eipa.eu> (FAQ - legal notice)



Registration Form

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Surname: Title: M/F
First name:
Organisation:
Department: Current position:
Work address:
Postal code & Town: Country:
Telephone number: Fax number:
E-mail address:

Invoice information

Organisation:
Department:
Address:
Postal code & Town: Country:
VAT number: Your reference number:
E-mail address:

Payment - 1620201

The fee includes participation in the seminar, documentation,
two lunches and refreshments.

- €995** (EIPA Member fee)
 €1105 (Regular fee)

Method of payment

Bank transfer

Credit card

American Express card Eurocard/Mastercard Visa card

Card number: Expiry date: /

Name card holder: (in case this differs from above)

Address card holder: (in case this differs from above)

Postal code: Country: (in case this differs from above)

Card Validation Code: (the last three digits on the back of your card)

Exempt from VAT by virtue of Article 11, Para. 1 (o), Sub-para. 2 of the Dutch Law on VAT of 1968

Meals

Vegetarian → Fish allowed → Other dietary requirement:

Kindly complete the online registration form at <http://seminars.eipa.eu> before 8 February 2016

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