

The logo for COVAL features the word "COVAL" in a sans-serif font. The "CO" is in teal, and "VAL" is in black. A light blue abstract shape, resembling a stylized 'R' or a bracket, is positioned behind the text.

COVAL

The logo for RESER features the word "RESER" in a serif font. The "R" and "ER" are in a grey hatched pattern, while the "S" is in red.

RESER

2020 RESER-COVAL Conference,  
Alcalá de Henares (Madrid) Spain  
**18-19 June 2020**

Presenter: Luis Rubalcaba

Organisation: UAH



Understanding value co-creation in public services  
for transforming European public administrations



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 770356.

Provide a comprehensive and holistic theoretical framework



Measure and monitor transformative innovations in the public sector



Focus on four areas of public service transformation



Be practical



# Partners



# Partners



# Contact outlets

Web site

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[www.co-val.eu](http://www.co-val.eu)



E-mail

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Twitter

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[@CoVAL\\_eu](https://twitter.com/CoVAL_eu)



Coordinator

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# 2020 RESER International Conference

## Why merging the 2020 RESER Conference and the Closing Co-VAL Conference:

- Synergies to understand latest trends on service research to meet the need for new and improved user-centered services, and for new processes that allow for more user participation in value creation, towards an authentic transformation of the European public administration.
- Open the RESER community to other communities; Open Coval community to RESER

# 2020 RESER International Conference

## Draft Title

Value co-creation, Innovation, and Digital Transformation in the European Public Services.

## Main topic: Value co-creation in public services

- The concept builds on the theory of the co-creation of value in public service design, production, and delivery.
- The innovative understanding of value creation promotes a new paradigm of service delivery that is a result of interactions between all stakeholders at all phases in the service delivery process, following the coproduction and multiagent focus of the service innovation literature.



# 2020 RESER International Conference (III)

The 2020 RESER Conference will be organised around these main subjects:

- **Transformation in public services**
  - Value co-creation in public services
  - Digitisation of public services
  - Service Design
  - Living-labs
  - Public-private partnerships for social innovation
  - Metrics for public service innovation and value co-creation
  - Health, education, transport, public administration
- Other RESER topics on services (private and public)

# Location: Alcalá de Henares (Spain)

- The conference will take place in Alcalá de Henares, in Spain.
- UNESCO declared the University of Alcalá and the historic site of the city of Alcalá de Henares a World Heritage
- The University of Alcalá is considered one of the oldest in Europe.
- Few Kms away from the Madrid airport and from the Madrid city
- The exact location of the conference will be announced soon!



# Madrid

- Alcalá de Henares is located 30km from the city centre of Madrid, and 25 km from the airport (Madrid-Barajas Adolfo Suárez).
- As the capital of Spain, Madrid can be also worth a visit!
- With 250 sunny days in year, Madrid is the sunniest capital of Europe.



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COVAL

Thank you  
... any questions?