



Rhwydwaith  
Cyd-gynhyrchu  
Cymru

Co-production  
Network  
for Wales

# #CoproLearning

## Fundamentals of co-production and citizen involvement

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@copronetwales #coproduction



# Why: the co-production imperative



“bad help” &  
disempowering services

create dependency and  
failure demand

increase pressure on  
people & on services

**moral**



austerity & Covid-19  
budget pressures

socio-economic  
context, demographics

increased demand, need  
to do more with less

**economic**



customer  
expectations

digital access &  
responsiveness

in private sector  
and government

**consumer**



growing body of  
legislation (Wales / UK)

leading to:  
policy  
strategies  
frameworks  
planning

**legal**

# Definition of co-production

Co-production (of public services) means that people who provide and deliver services, and people who access and receive services, share power and responsibility, and work together for mutual benefit in equal, reciprocal and caring relationships.

## *It enables:*

- *people to access relevant and meaningful support when they need it;*
- *services to be effective and make a positive difference in people's lives; and*
- *people, services and communities to become more effective agents of change.*



**Pawb gyda'i gilydd**  
**All in this together**

# What co-production is (and isn't)

Co-production exists at the intersection of people (citizens, service users) and professionals (public service organisations, government).

*"If you're not at the table, then you're on the menu."*

In co-production, people are a part of the decisions that will affect their lives.

*"Nothing about me, without me."*



# Definition of involvement

Involvement requires organisations to be open to influence from citizens and stakeholders, moving to a culture of **'working with' rather than 'doing to'**. In contrast to consultation, involvement approaches work with people at earlier stages, such as helping to identify issues and potential solutions, and being supported to remain involved right throughout design, implementation and evaluation processes.

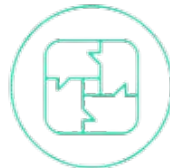


Comisiynydd  
**Cenedlaethau'r  
Dyfodol**  
Cymru

**Future  
Generations**  
Commissioner  
for Wales



*collaboration*



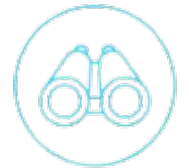
*integration*



*involvement*



*prevention*



*long termism*

# 5 values of co-production



*Value all participants, and build on their strengths.*



*Develop networks across silos.*



*Do what matters for the people involved.*



*Build relationships of trust and share power.*



*People can be change makers, and organisations become enablers.*

# A spectrum of engagement

doing to		doing for			doing with
coercion protection	education persuasion	information	consultation	participation	co-production involvement
e.g. criminal justice, safeguarding	e.g. smoking cessation programmes	e.g. Council website info on bin collections	e.g. surveys, urban planning, FixMyStreet	e.g. drop-in events, focus groups	e.g. person-centred care, shared decision making



# Interaction narratives

doing to		doing for			doing with
coercion protection	education persuasion	information	consultation	participation	co-production involvement
e.g. criminal justice, safeguarding	e.g. smoking cessation programmes	e.g. Council website info on bin collections	e.g. surveys, urban planning, FixMyStreet	e.g. drop-in events, focus groups	e.g. person-centred care, shared decision making
<i>"We have a duty to act to ensure people's safety."</i>	<i>"We know what people need to do, we need to get them to do it."</i>	<i>"We provide information where /when /how people need it."</i>	<i>"We decide what questions to ask, and collect data to inform our decisions."</i>	<i>"We listen to people's lived experience, to inform our thinking and decisions."</i>	<i>"We listen to people's experience and share ours. There is equal power in our decision making. We value different experiences."</i>
The organisation has the knowledge. The organisation makes the decisions. The organisation enforces the decisions.	The organisation listens to people's knowledge. The organisation makes the decisions. The organisation enacts the decisions.			The organisation and the people listen to each other's knowledge. The organisation and the people make decisions together. The organisation and the people both take actions on the decisions.	



# Knowledge, decisions and power

doing to		doing for			doing with
coercion protection	education persuasion	information	consultation	participation	co-production involvement
e.g. criminal justice, safeguarding	e.g. smoking cessation programmes	e.g. Council website info on bin collections	e.g. surveys, urban planning, FixMyStreet	e.g. drop-in events, focus groups	e.g. person-centred care, shared decision making



Who **holds the knowledge**: the organisation, the people, or both?

Who **makes the decisions**: the organisation, the people, or both?

Who **enacts the decisions**: the organisation, the people, or both?

In other words, who holds the power and whose agenda is it?



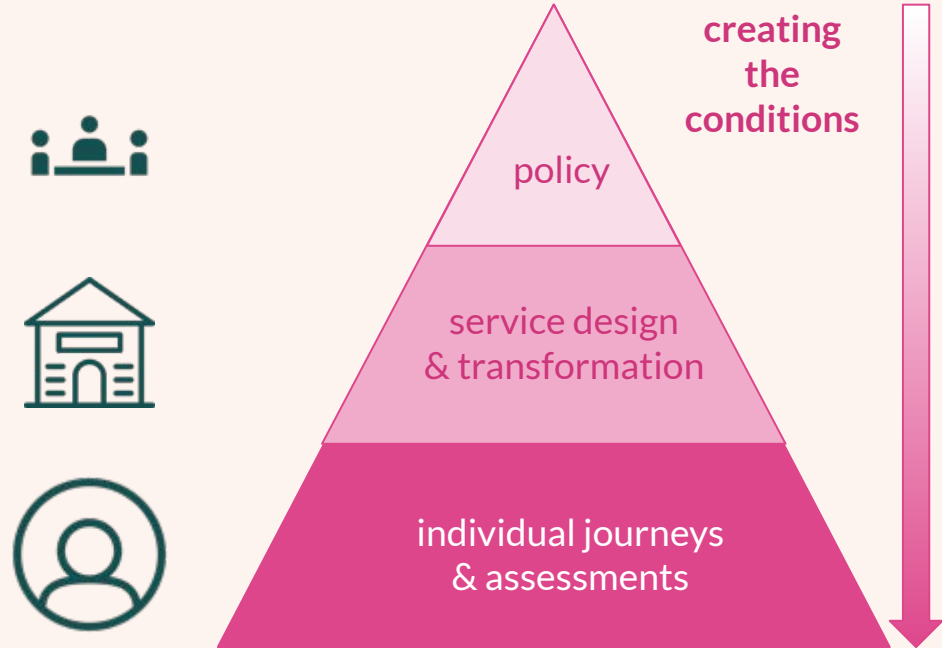
# Levels of co-production



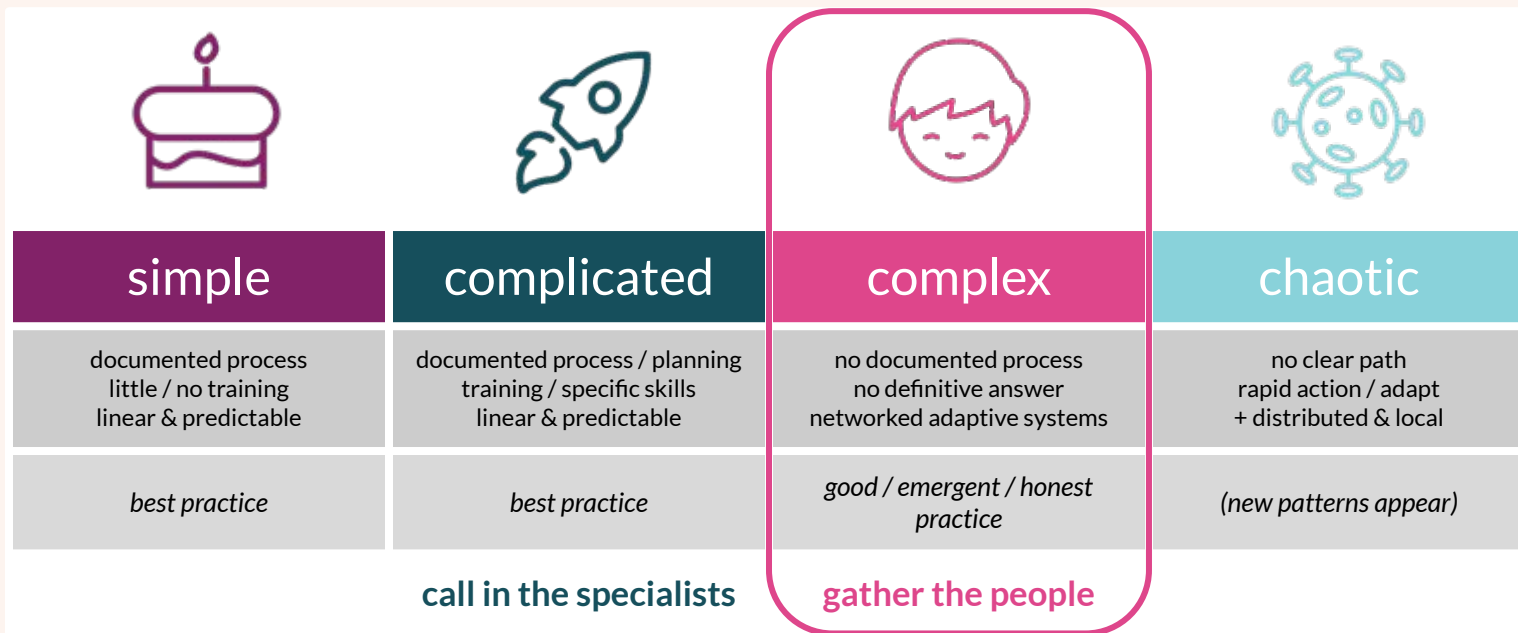
# Pyramid of relevance



# Scales of co-production






# The complexity lens





Dave Snowden's Cynefin framework <https://lizkeogh.com/cynefin-for-everyone/>

From the work of Ralph Stacey <http://rightmatter.org/2017/07/02/stacey-matrix-complex-domain/>








# Risk, value and investment

	<b>Complex</b> 6. Nobody's done this before, or 5. Someone's done this, but not in this context	<b>This is completely new</b> There is high value in creating this, but also risk. Need feedback early, before big investment.	<b>unknown unknown</b>
	<b>Complicated</b> 4. We have access to this expertise somehow, or 3. Someone in our organisation has done this	<b>We are learning this</b> We need the expertise to know how to do this. We learn it, do it, and get feedback.	<b>known unknown</b>
	<b>Simple</b> 2. Someone in our team's done this, or 1. We all know how to do this	<b>This is not new</b> We don't learn much by getting input into this. Just get on and do it, get feedback after.	<b>known known</b>

## Co-production Wales is... [cydgynhvrchu.cymru](https://cydgynhvrchu.cymru) | [coproduction.wales](https://coproduction.wales)

-  **Co-production Network for Wales** (copronetwales), a community of practice learning, sharing and growing together. *We're self-funded, through organisational membership contributions, e-learning courses income, and surplus from consultancy and training at coprolabwales.*
-  **Co-production Lab Wales** (coprolabwales), a team of trainers, consultants, and facilitators to accompany your journey.

**Enquiries?**  
hello@copronet.wales

	What is it?	What for?	What's involved?	Cost?
	Open access information on the searchable Knowledge Base	To access, research and explore in your own time	A range of information, audio recordings, and toolkits (e.g. case studies catalogues, co-production audit tool, Measuring What Matters evaluation toolkit)	Free <a href="https://info.copronet.wales">https://info.copronet.wales</a>
	Monthly co-production newsletter	For updates and news about co-production everywhere	A monthly e-newsletter sharing good practice examples, events, and co-production related items of interest	Free (subscribe with email) <a href="https://copronet.wales/home/newsletter/">https://copronet.wales/home/newsletter/</a>
	Individual membership of the Co-production Network for Wales	Join the community! Connect, learn, and share with other members	#CoproMondays thematic events (+ recordings) #CoproLearning sessions open to all members (e.g. fundamentals, implementation, facilitation and more) <a href="https://copronet.wales/events/">https://copronet.wales/events/</a> Online events for now, our in-person events around Wales are in development - we will return near you soon!	Free (join with online form) <a href="https://copronet.wales/membership/individual-membership/">https://copronet.wales/membership/individual-membership/</a>
	Team membership of the Co-production Network for Wales	Champions within your organisation, to advocate internally and support colleagues and partners	Annual check-in on your aims, aspirations and needs Champions specific training and support Mentoring and advisory sessions available Support with briefings for colleagues / board Discounts on ticketed events and training	Sliding cost based on type / size of org and nb of champs <a href="https://copronet.wales/membership/team-membership/">https://copronet.wales/membership/team-membership/</a>
	Online courses and briefings on the Co-production Network for Wales e-learning platform	Build your skills through self study and support from peers & experienced tutors	Co-production and You (4 weeks course, accredited) £165+VAT (€198) / £190+VAT (€228) accredited <i>Discounts for members and champions.</i> <b>Coming soon:</b> Briefings   Soft Skills   Tools & Methods	Cost per course (member discounts) <a href="https://copronet.wales/what-we-do/e-learning/">https://copronet.wales/what-we-do/e-learning/</a>
	In-house training and mentoring with Co-production Lab Wales	For your team to learn and develop together	Co-production and citizen involvement Facilitation skills for online co-production Evaluation and impact in co-production Co-productive communication skills	Price list: <a href="https://coprolab.wales/training/">https://coprolab.wales/training/</a>
	Co-production project support with Co-production Lab Wales	Grow your co-production through hands-on accompanied practice	We do <i>with</i> you not <i>for</i> you, and help you build capacity, capability, and confidence. From short task & finish projects, to full transformation programmes.	Price list: <a href="https://coprolab.wales/projects/">https://coprolab.wales/projects/</a>

**The Co-production Network for Wales is a community of practitioners who learn, share and improve together. A range of resources and events are available to support you.**

*Membership is free for individuals.*

*Organisational membership is available for teams.*

**We help public services improve outcomes for people through co-production and involvement.**

*The Co-production Lab Wales offers a range of training, facilitation, and project support. We are a not-for-profit organisation, and our surplus contributes to funding the work of the Co-production Network for Wales.*



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