



## SIGMA webinar series: Citizen-centric public services in the Western Balkans



### Session 1: Service design and user experience

5 April 2022 (09:30 – 12:30 CET) Virtual event via ZOOM

#### ABOUT THE WEBINAR SERIES

In 2021, SIGMA organised a series of three webinars related to seamless service delivery in the Western Balkan region, where concepts, methodologies, approaches and digital building blocks were presented and illustrated with examples from public administrations from the EU and the Western Balkan region. The materials are available [here](#). This year's series of webinars is a follow-up and is dedicated to the topic of user-centric public services.

#### ABOUT THIS WEBINAR

##### ✓ Webinar 1: Service design and user experience

The recent European Declaration on Digital rights and Principles proposes defining a set of principles for a human-centred digital transformation in parallel to the user experience approach, which inevitably influences the quality of services across all channels, both online and offline. The User-centric design, user experience and multi/omni-channel service delivery webinar will examine what could be done differently in service delivery in the public administration and how quickly it could be done. The first webinar highlights the design thinking approach and user experience methodology in public services. What are they and how are they applied in practice? This webinar will be a mixture of methodological presentations and practical public sector case presentations in which the lessons learned will be presented and discussed in detail.

5 April 2022 (09:30 – 12:30 CET)

Virtual event via ZOOM - Register [HERE](#)

##### ✓ Webinar 2: Digital identity and trust services

The second webinar will focus on digital identity (DI) and trust services as key enablers in reinforcing/improving the digitalisation of public service delivery in the Western Balkan region. Acknowledging the complexity of DI, the webinar will provide an overview of existing digital identity standards and technologies with their advantages and disadvantages and take into account current and future challenges for the region. Pathways on how to extend use and raise awareness of DI and how to use it for cross border services will be explored.

31 May 2022 (09:30 – 12:30 CET)

Virtual event via ZOOM - Register [HERE](#)

##### ✓ Webinar 3: Setting service standards and monitoring

Accelerated by the pandemic, the digital transformation of public administration in the Western Balkans, the EU, and worldwide led to reconsideration of the concept of public (e)service life cycle and altered the need for the standardisation of processes, products, and services. The third webinar will concentrate on defining service standards in consultation with users, aligning services and service provision in order to commit to these standards and monitoring them by actively seeking user feedback.

5 July 2022 (09:30 – 12:30 CET)

Virtual event via ZOOM - Register [HERE](#)

Over the last few years, digital transformation has become a priority for every public organisation. Its importance is undisputed and efforts are underway to create strategic and organisational capabilities that enable public organisations to respond more successfully to user needs. In the context of the COVID-19 pandemic, it has become clear that digital tools, services, teams and skills are the future of public administration. Digital skills will be of the utmost importance in meeting the challenges of the pandemic or any other extraordinary situation in the future. The User-centric design, user experience (UX) and

multi/omnichannel service delivery webinar will examine crucial issues in the area of service delivery, reflecting on what could be done differently in the public administration and how quickly it could be done. Optimisation of processes (upgrading administrative procedures and digitalisation) and improving service delivery would result in integrated service delivery in the back office supported by a multi/omni approach in the front office. This type of approach, based on digital solutions, would provide a quick and systemic response to allow users to co-design, co-decide, co-implement and co-evaluate services in the public administration. Indeed, in this holistic manner, public administration could face a broad spectrum of challenges and obstacles. During the seminar, experience in the context of multi/omnichannel public service delivery will be shared, to demonstrate the enablers that are important for securing higher efficiency and effectiveness and developing user trust and satisfaction.

## AGENDA

### 09.30 Welcome

*Nick Thijs, Senior advisor SIGMA*

### 09.45 Citizen-centric design and user experience in public administration

*Bruno Monteiro, Observatory for Public Sector Innovation (OECD - OPSI), former director of LabX Portugal*

### 10.15 Design thinking in re-designing services for disabled persons

*Jolien Kouwenhoven, Ministry of Social Security (Belgium)*

### 11.00 Using a design approach in the design of new web services in Montenegro

*Marina Banovic, State Secretary, Ministry of Public Administration, Digital Society and Media (Montenegro)*

### 11.30 Reflections on user centricity in the Western Balkan Region

*Milena Lazarevic and Milos Djindjic, Team Leader and Lead Researcher WeBER 2.0*

### 11.50 Roundtable discussion

*With speakers and participants*

### 12.20 Conclusion

*Nick Thijs, SIGMA*

### 12.30 End of the webinar

***Interpretation will be provided in Albanian, Macedonian and BSC languages***

## ABOUT SIGMA

SIGMA (Support for Improvement in Governance and Management) is a joint initiative of the OECD and the European Union, principally financed by the EU. Its key objective is to strengthen the foundations for improved public governance, and hence support socio-economic development through building the capacities of the public sector, enhancing horizontal governance and improving the design and implementation of public administration reforms, including proper prioritisation, sequencing and budgeting. We have been working with our partners on strengthening their public governance systems and public administration capacities since 1992.

## CONTACT

**Nick Thijs** – Senior Policy Advisor, SIGMA ([Nick.Thijs@oecd.org](mailto:Nick.Thijs@oecd.org))

Maggie Redmond – SIGMA ([Maggie.REDMOND@oecd.org](mailto:Maggie.REDMOND@oecd.org))

[www.sigmaweb.org](http://www.sigmaweb.org)