

April 3-5, 2019 Ghent
Urban Sounds Symposium

co-creating urban soundscapes: opportunities and risks

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a case for digital co-creation of public value

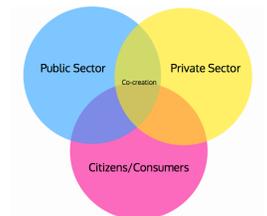
highlighted in EU research agenda

co-creation

key enabler for involving the diverse yet complementary set of stakeholders into decision-making

better allocation of resources (Cruickshank & Deakin, 2011), enhances effectiveness (Jan, Lu, & Chou, 2012), reduces the service quality gaps and planning mistakes (Linders, 2012), higher transparency (Bradwell & Marr, 2008), increased trust in public orgs (Cassia & Magno, 2009)

proactive citizens rather than as consumers of services



challenges in digital co-creation research



vicious cycle

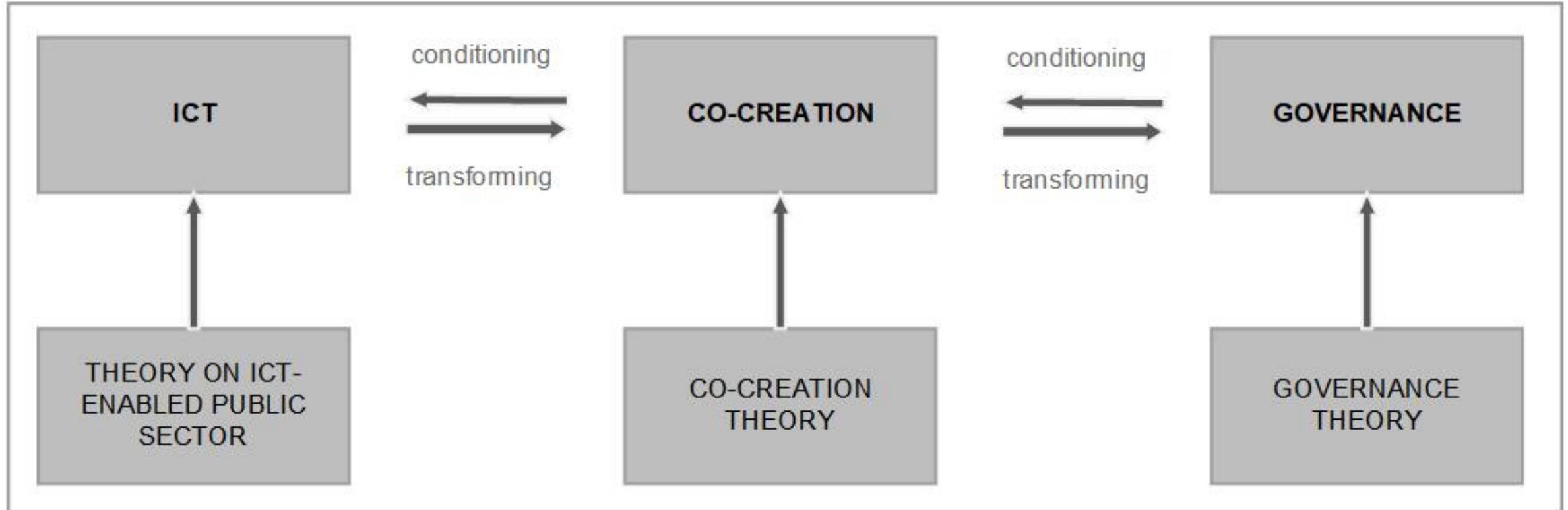
“since there are no truly functional eparticipation systems or experiences, it is very difficult to research empirically or to perform comparative analysis to test hypotheses; at the same time, the lack of clear concepts and theories means that experiences’ and systems’ designs are not adequate.”

Prieto-Martin et al. (2012)

Government 2.0
Government-as-platform
Transparency & Openness

SD logic
Service Science

New Public Governance
Public Value
Change of balance



the theoretical influences to co-creation of public value
top-down approach vs. bottom-up approach

public value: contributions by the individuals and organizations to the society and its functioning by means of economic, moral, political, utilitarian and hedonistic aspects of value creation.

digital co-creation initiatives: focus on urban sounds

“crowdsource your favorite quiet spots”



HushCity App

Technical University of Berlin

“sample and give opinion data on the variety of soundscapes that play an important role in their everyday lives”



SoundAroundYou.co

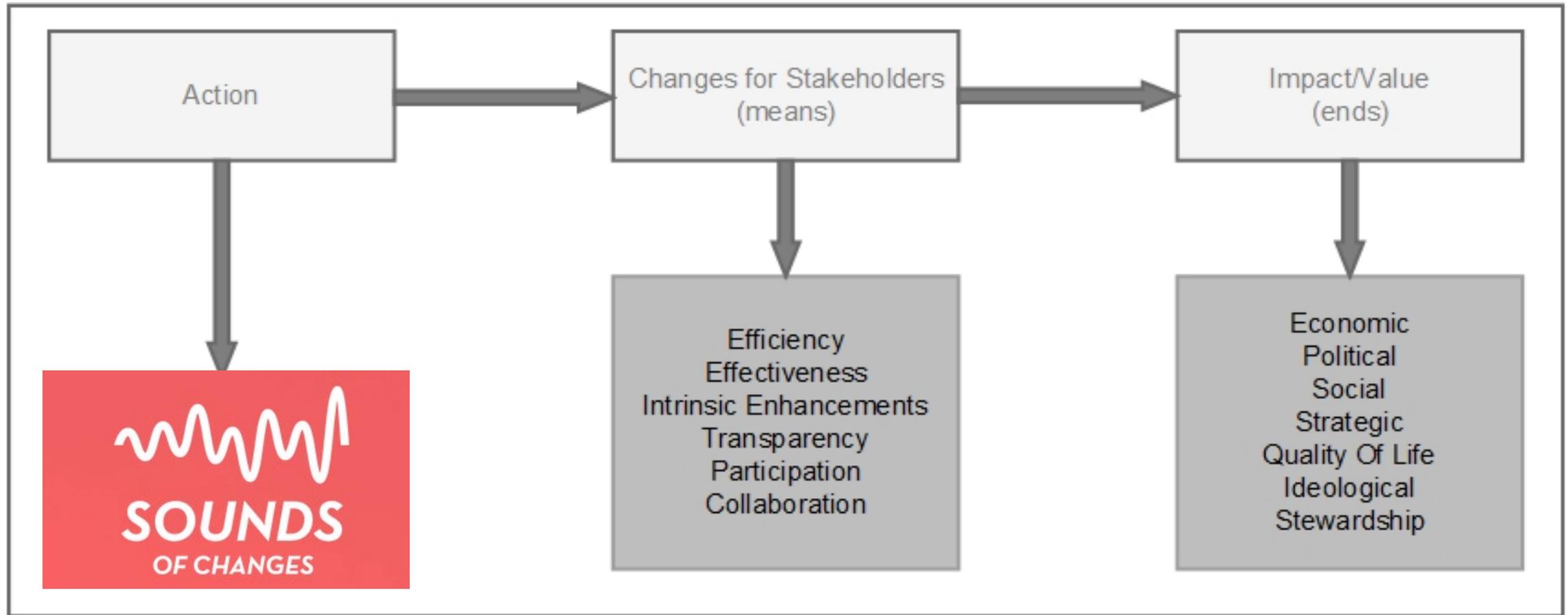
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documents changes in the acoustic landscap



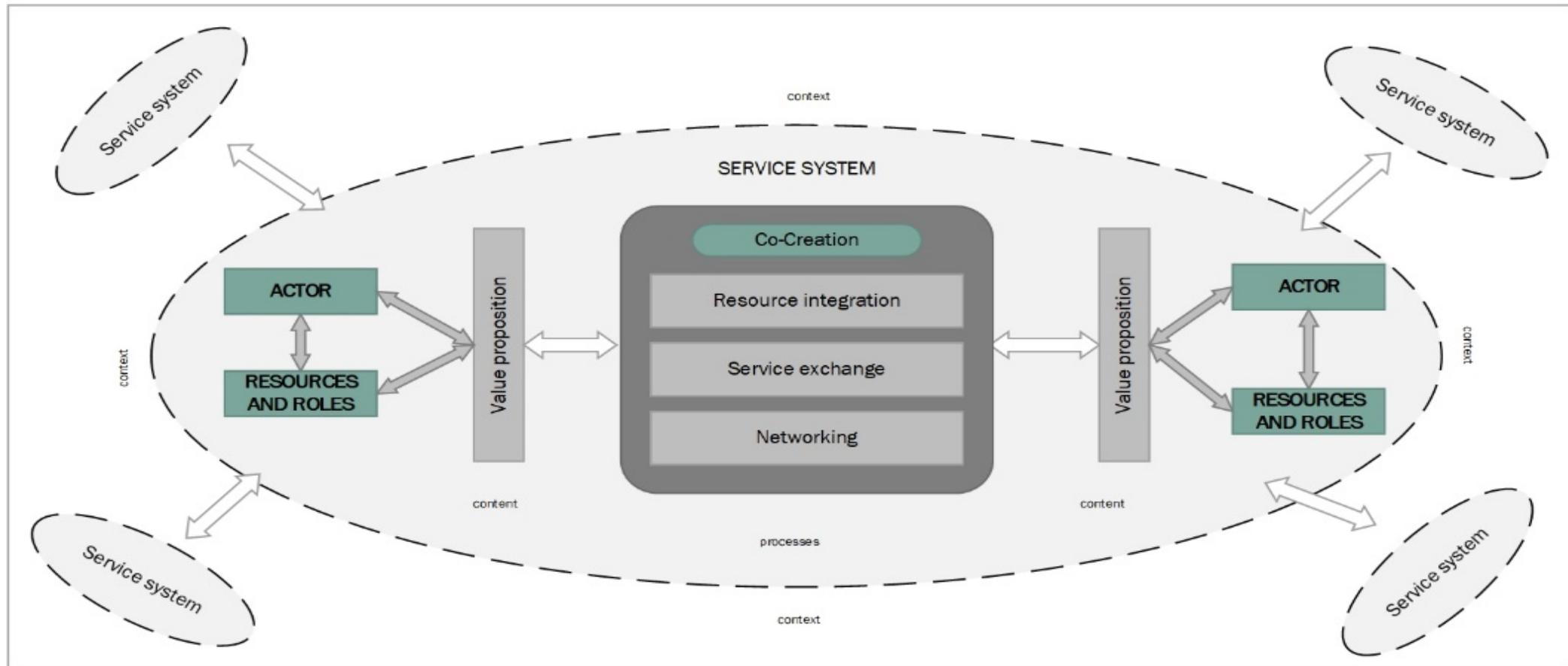
soundsofchanges.eu

the process of delivering public value



Source: adapted from Cook (2011)

value emerges when a number of entities work collectively to create mutual benefits by granting access to one another's resources (people, technologies, orgs, info). interacting entities form service ecosystems consisting of several or many service systems connected by a network. the actors cannot create and deliver value alone; they can only propose value offerings to the other actors in the network and in this way co-create the value.



Theoretical Approach to Service Science (based on Aladalah & Lee, 2015; Lusch, Vargo, & Wessels, 2008; Sterrenberg, 2017)

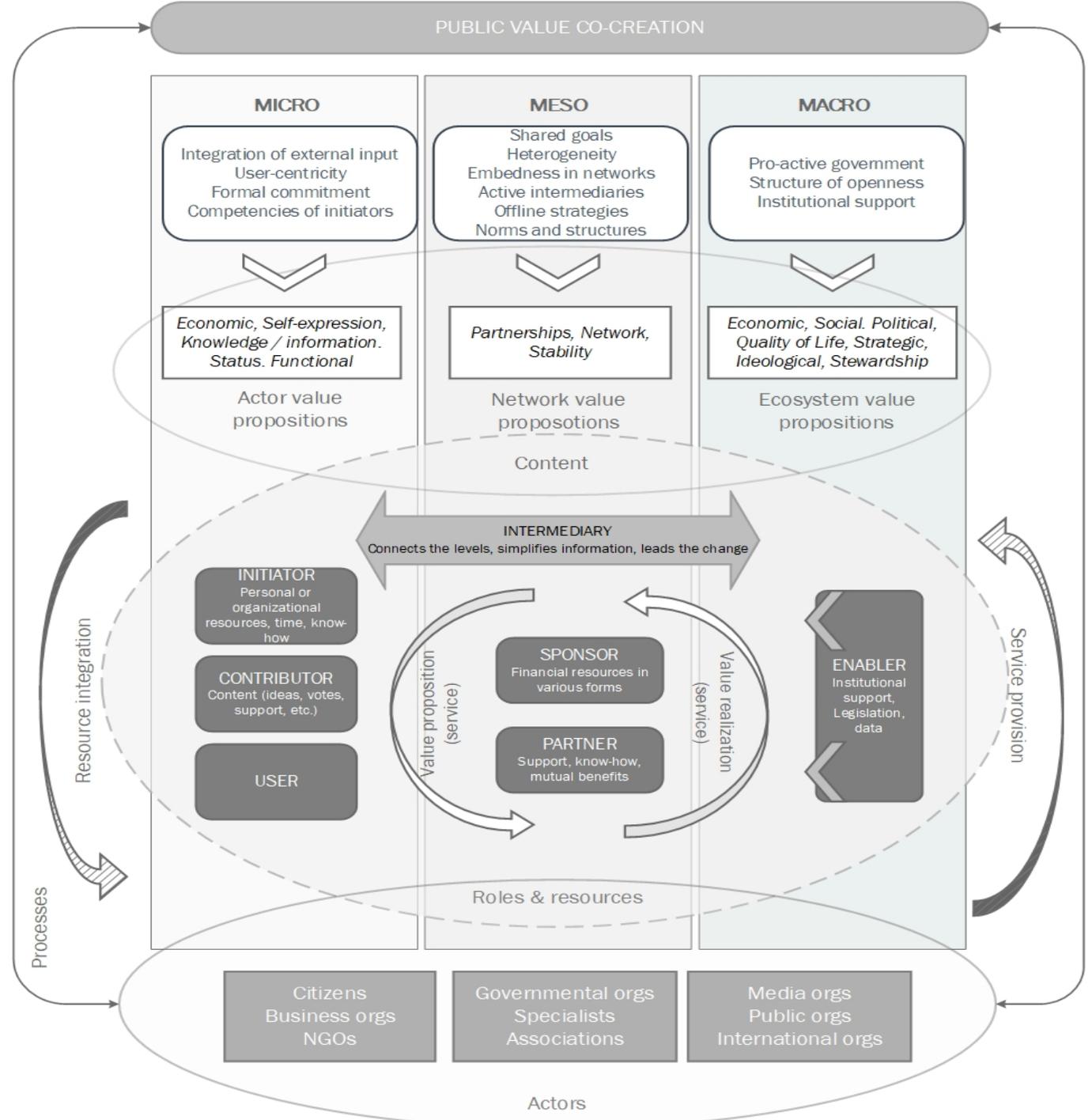
digital co-creation ecosystem

exchange between two actors >>>
 value creation through configurations
 between actors within networks

premise 1. public value is co-created by multiple actors in the ecosystem.

premise 2. service is the basis of exchange.

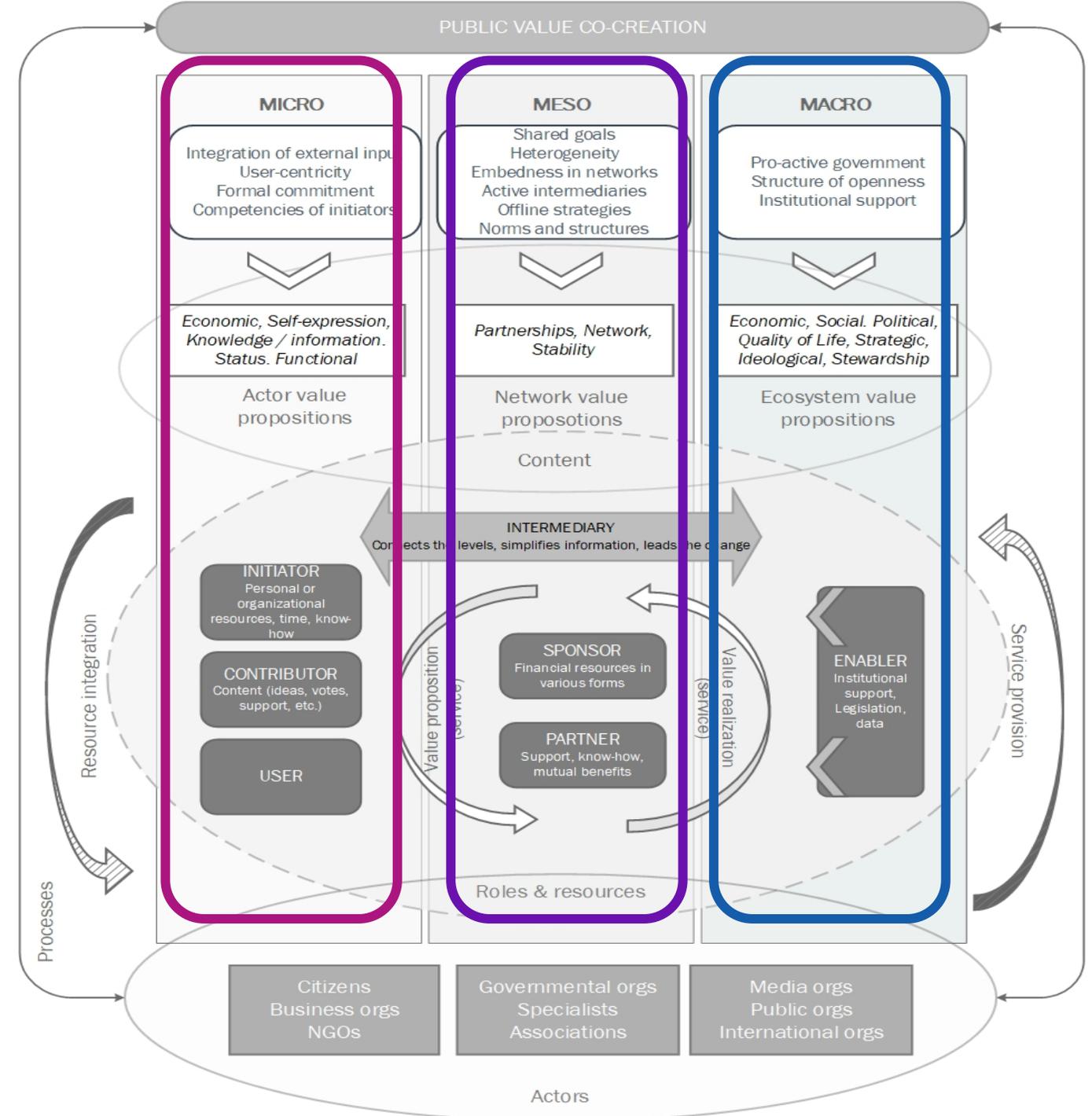
premise 3. actors cannot deliver the value alone but participate in the creation and offering of value propositions in the ecosystems.



micro level: direct service-for-service exchange between the actors.

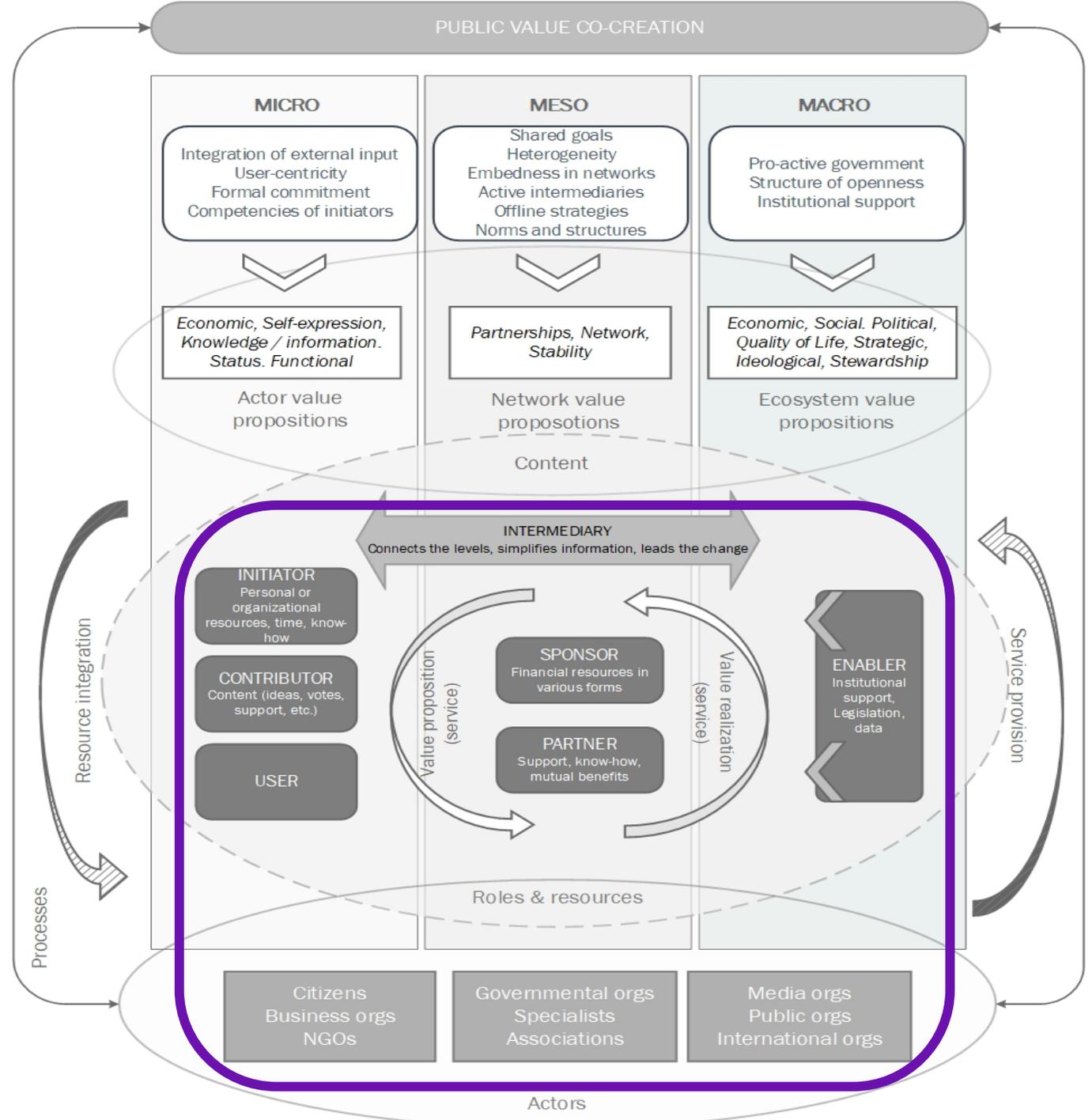
meso level: indirect exchange with the stakeholders in the system.

macro level: complex relationships between different actors with diverse interests co-creating public value.



actor dimension: individuals and orgs in the service ecosystem, their roles and resources.

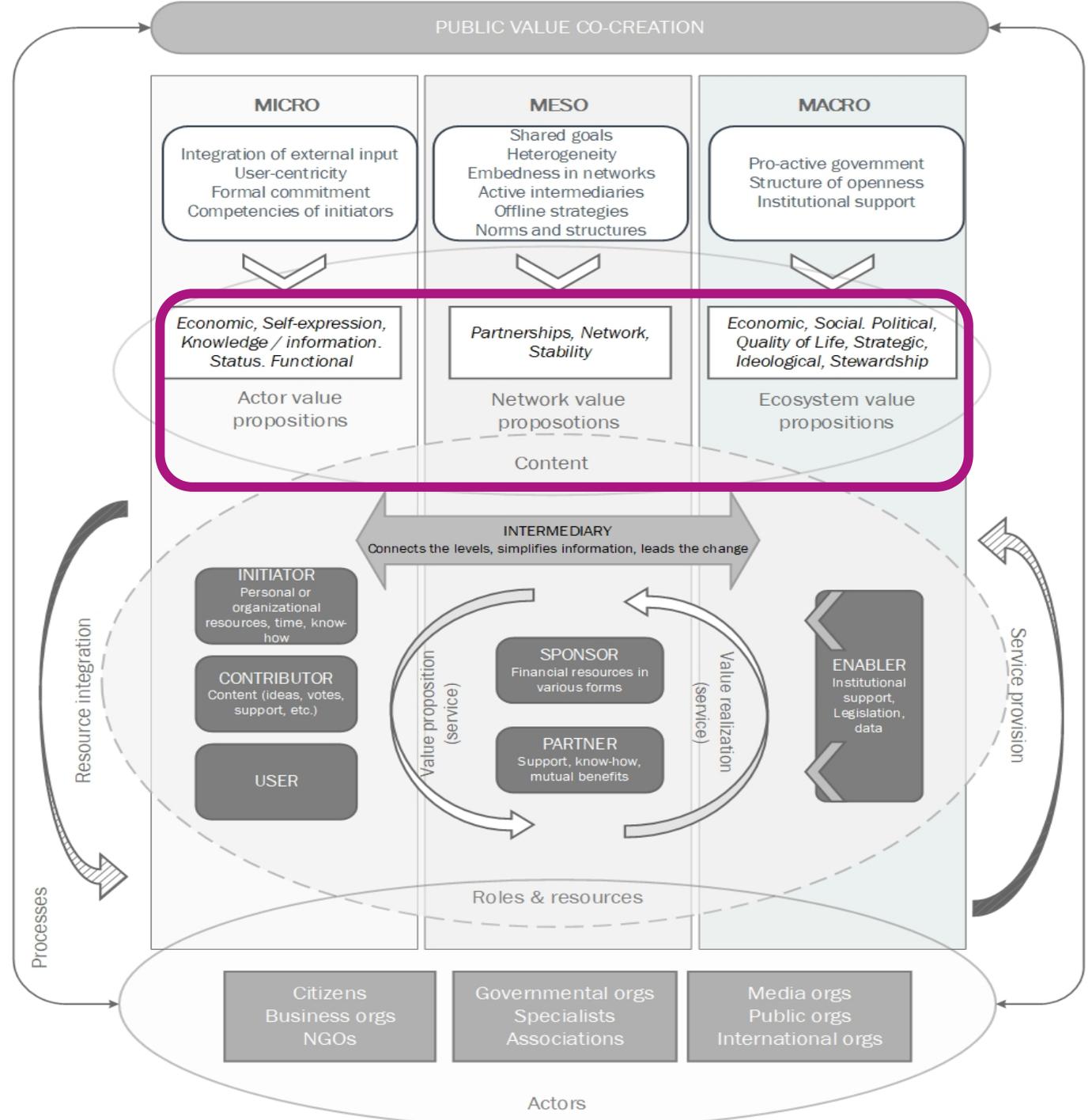
- > each actor is a potential source of resources for other actors.
- > roles identified can be filled by any of the actor groups with the exception of enabler role



content dimension: the goals and objectives of the actors involved.

value propositions are used to connect one actor with other interested actors within co-creative ecosystem. value propositions indicate how the actors involved could co-create value by integrating ecosystems their resources because the actor cannot deliver the value, but only offer value propositions.

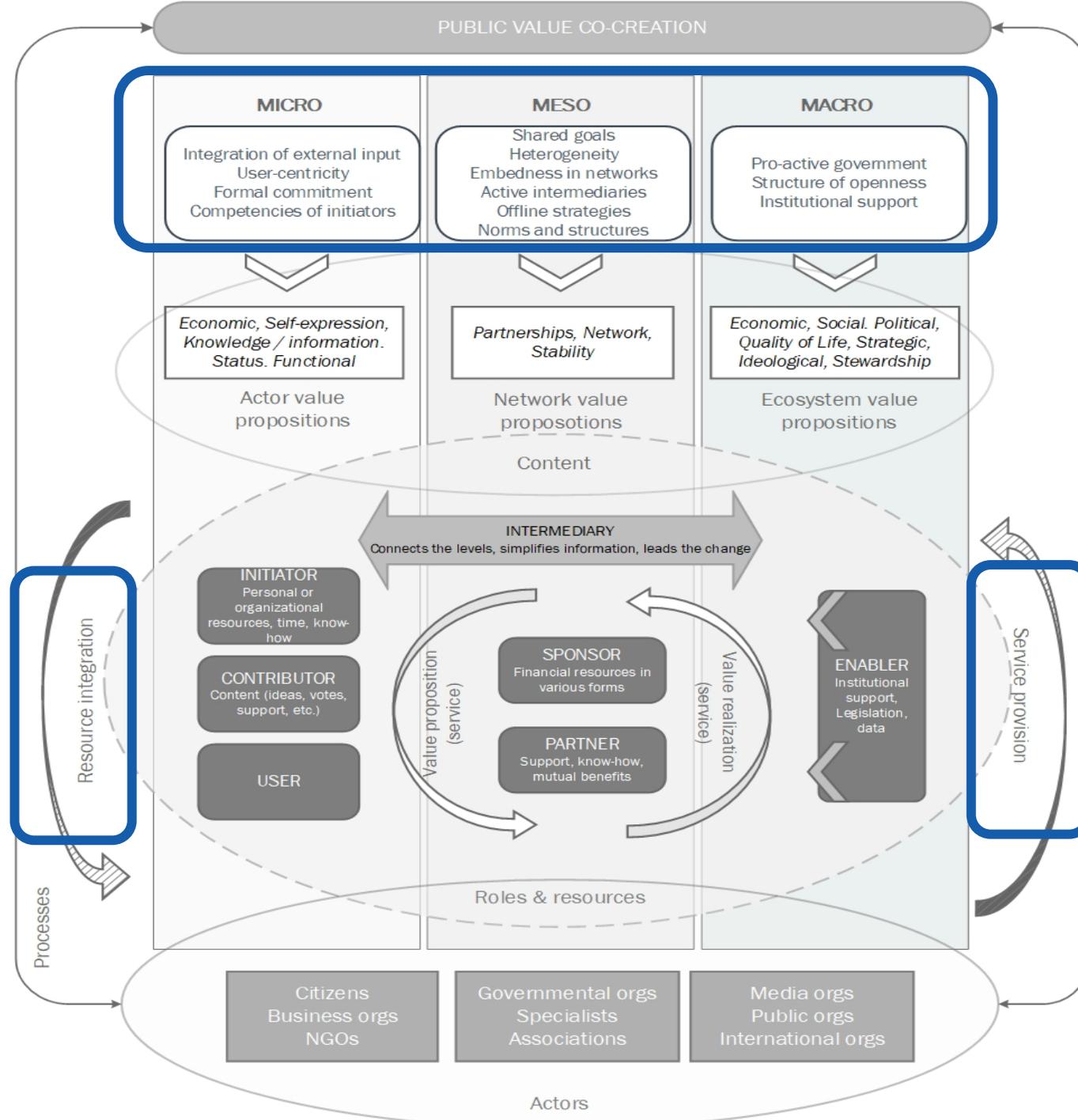
macro – public value; meso – network benefits; micro – individual actors



processes dimension: patterns of design, management and collaboration in co-creating public value. what influences the processes of resource integration and service provision in the ecosystem?

> the actor that develops the most compelling and relevant to the context value proposition will perform the best.

> heterogeneity actors and resources involved leads to sustainability of the ecosystem (avoid bias, quality of inputs)



problems/risks

the roles of external stakeholders in co-creative initiatives is often limited to being **users of information** rather than collaborators.

instead on focusing on user needs and including them in design of the platform, pursue their own agenda and **operate under assumptions**

the **role of citizens** is often limited to being users and contributors rather than partners

contributors > only citizens. other types of actors are not invited.

limited inclusion of government, only formal inclusion. BUT > lack of skills and know how in gov.

the initiatives provide value propositions, but the interest is limited (purpose to achieve organizational goals or pursue personal interest/satisfaction/self-development of initiators without the regards as to what the target groups need)

focus on tools

opportunities at micro level

broader scope of value propositions

integration of feedback and external input

user-centric approach (through the whole process)

formal-commitment of actors

competencies of initiators

opportunities at meso level

fails to include stakeholders as equal partners

heterogeneous actors

shared goals

embeddedness in the networks

intermediaries

opportunities on macro level

pro-active government stance

provision of institutional support

structure of openness