PROJECT DESCRIPTION - EXAMPLE



Example of project description that synthetically summarizes the goals and major aspects of a co-production initiative.

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# How to use this INTERLINKER

Drafting a project description at the beginning of a collaborative initiative is very important to identify addressed problems and scenarios, orient the following stages of stakeholders network building, and provide the starting point for communication and collaborative service design. This document provides **an example of project description and describes the main aim and expected benefit** of establishing a collaborative network of stakeholders and engaging them in the co-production process.

This template can be downloaded and used for inspiration for your own project.

*TIP: The project description can be iteratively refined as the project progresses. It is important to try and prepare an initial description at the beginning to focus ideas and share views. But refinement and integration is the norm.*

**Are you looking for a template of project description?**

A template for project description is available in the INTERLINK catalog: see the INTERLINKER "PROJECT DESCRIPTION Template".

| **PROJECT DESCRIPTION TEMPLATE** | |
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| **Coordinator of the co-production project:** | **VARAM -** Ministry of Environmental Protection and Regional Development of the Republic of Latvia |
| **Title:** | Facilitating operation of State and Municipal Unified Customer Service Centres by examining options of co-delivering services with third parties |
| **Main Goal:** | Analyse the potential of sharing customer service centres consultation services and test their co-delivery with third parties:   * To critically assess the pros and cons of the existing service delivery model and the potential of co-delivering the consultation services * To analyse all potential gains and limits, including administrative, legal, financial, cultural, technological…, of introducing a bottom-up approach in service delivery by potentially incorporating digital agents/leaders in service delivery, incl. digital services * To test co-delivery of customer service consultations in a limited environment (initial plan: 1-3 potential customer service centres but should be customized according to new bottom up approach) |
| **Context and description:** | VARAM, the Ministry of Environmental Protection and Regional Development of the Republic of Latvia, is the leading state regulatory authority for eGovernment, the information society and public service delivery.  The unified customer service centers (hereinafter – CSCs) operate throughout the territory of Latvia offering both local and national level public services (service owners – municipalities and several national government institutions), and consultations.  The implementation and potential implications of introducing a new governance model by transferring some of CSCs functions to third parties could be explored more in-depth, as the initial view is that it could provide benefits to the local community and reduce the administrative burden to CSs, yet at the same time such co-delivery could be also linked to potential risks, such as clients’ data privacy breaches, lower service quality, legal restrictions on the implementation of such a model etc. However, if carried in an appropriate manner, it could benefit VARAM as the coordinating national government institution providing the framework and policy of CSC operations, as well as potentially in the future – the owners of the services provided through the CSCs (municipalities and government institutions). |
| **Actual organization of the service** | The CSCs provide its services in trilateral cooperation between VARAM, the local government and the national authorities providing their services through the CSCs.  The CSCs are established as one-stop shops where citizens or legal persons can submit their requests (claims) to public law bodies and obtain the requested service – allowances, tax declaration submission etc.  CSCs ensure:   * Application for services on site (e.g. the possibility to apply for the services of the State Revenue Service and the State Social Insurance Agency) as well as to receive the services of citizen’s local government. * Consultations on use of the digital services provided by seven national authorities (main public service owners in Latvia) and practical help with the computer, Internet and the eID card reader; * Information on the regional units of the nearest national authorities, their working times and advice on the application procedures.   Services offered by the center are implemented in multilateral cooperation between VARAM, municipalities and public authorities (9 institutions that provide most requested public services), e.g.: state Social Insurance Agency, state Revenue Service. Due to Covid-19 pandemic the number of phone consultations has significantly increased.  VARAM has carried nation-wide training activities in Latvia to several professional groups to boost the knowledge and use of digital services in order to train “Digital agents”, that are messengers who have not only learned and used national authorities' e-solutions to address different life situations, but also help inspire others (colleagues and clients of their institution). |
| **Limits/challenge of the actual service/initiatives** | Even though the overall customer satisfaction of CSCs services is high (9.4 out of 10 points in 2019), it is considered that customers should be slowly introduced in a helpful manner to self-servicing in the use of digital services with the help of an assistant in CSC. Such consultations are time consuming if done in a proper manner and usually require one-to-one communication. The co-delivering of such consultation service could promote local communities’ digital literacy.  In addition to this:   * Number of phone calls increasing due to COVID * Accessibility of e-services * Given the increasing number of consultation requests, CSCs employees would benefit from the help of Digital Agents * Trust-related issues |
| **Future/desired scenario 1**  **(even if still hypothetical)** | Example of an hypothetical scenario:  The consultation service is available physically at CSC and also by phone, or email.  Interlink platform is publicly available to VARAM representatives and they want to introduce a new consultation delivery model by introducing digital agents in the service delivery.  In the Interlink platform VARAM, digital agents, and possibly representatives from state institutions and municipalities whose services are also provided in the CSCs go through an end-to-end design process of consultation service.  In the process involved participants use different available administrative templates to design the new delivery process, identify potential gaps and necessary steps.  The action plan is drafted in the platform. The necessary administrative, legal and other changes are listed and prioritized.  The progress of the process can be monitored (finished phases, next phases, inter-dependencies of activities etc.).  Once the design phase is finished, the process is transferred to the test phase where the co-delivery process is implemented and tested in a limited environment. |
| **Future/desired scenario 2** | *(Insert another scenario if available)* |
| **Key Actors and roles** | * VARAM – interested in transferring partly the consultation function to third parties (NGOs, digital leaders) * CSCs : State and Municipal Unified Customer Service Centers - (employees) - established as one-stop-shops * Digital Agents (librarian, civil servants,..): are sort of intermediaries that can help citizens to access the information/resources they need and support citizens in accessing/consulting services from physical CSCs or remotely (e-services). * NGOs: provides training + trust * Municipalities and state institutions whose services are provided by CSCs, co-delivery could improve the availability of their services (e.g. State revenue service, State social insurance agency, State employment service) * Ministry of Culture * volunteers, potentially interested to become Digital Agents * citizens (final beneficiaries of the service) |
| **Related initiatives and projects** | Training and communication programme “My Latvia. Do digital” –  2017 – 2020 6000 digital agents trained  2020 – 2022 2000 digital leaders (from digital agents) trained, 10 000 people assisted, 10 NGOs engaged |
| **Available resources and links to other relevant documents** | https://latvija.lv/EN |
| **Notes** |  |