

14:00-15:30 Session 5E: STREAM 10.2 Dilemmas in co-production of public encounters

CHAIRS: [Nanna Møller Mortensen](#) (nannamm@socsci.aau.dk, Denmark)
[Sanna Tuurnas](#) (Tampere University, Finland)

LOCATION: [1.008 \(Auditorium\)](#)

14:00 [Helle Bendix Kleif](#) (Aalborg University, Denmark)
[Nicolai Nybro Hansen](#) (Aalborg University, Denmark)

Context put to use – How value is co-created and destroyed in public youth employment services

PRESENTER: [Helle Bendix Kleif](#)

ABSTRACT. The article is concerned with the concept of value, central to Osbourne's definition of co-creation. While the complexity of value formation is recognized, there is remarkably limited empirical evidence on how such processes unfold at the micro level of (inter)action. In this article, we ask how value is co-created and co-destroyed in encounters between young service users and public youth employment services. Within the specific context of public youth employment services, we give priority to the service user perspective, and study value formation through lived experiences of young people NEET. We apply the Public Service Logic (PSL) as our main theoretical lens and combine this with inspiration from the field of youth studies and theories on belonging. This allows us to study how young peoples' experiences align/conflict with the understandings of value reflected in services offered in public youth service. Together, the analysis nuances the understanding that 'value-in-context' is created "beyond the control of the public service organisations" (Strokosch & Osborne, 2024; Grönroos & Voima, 2013). Exploring the relation between value-in-use and value-in-context, we demonstrate how service use without integration of youth context involves experiences of value co-destruction and a dominating sense of normative and conditional belonging. On the contrary, the integration of context in use enables young people to experience value as co-created, reflecting a sense of belonging in relations and in the everyday. This finding reveals how 'value-in-context' is indeed within the reach of public service organizations to both control and destroy value but also to help create it. Transforming the public youth employment services towards increased co-creation thus calls for further responsiveness towards the narratives of youth

14:22 [Nathalie Schiffrino](#) (UCLouvain, Belgium)

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"Moving With Citizens": Trusting, Listening, Engaging

PRESENTER: [Anthony Ricotta](#)

ABSTRACT. Edri-Peer and Cohen (2025) identify "moving with" citizens as a distinct strategy for street-level bureaucrats to cope with authority, procedures, time pressure, and citizen demands. Based on direct observations and semi-structured interviews with justice professionals and citizens in two Belgian judicial settings – probation services and proximity courts – we show that frontline officers may "move with" citizens who display voluntarism or vulnerability. We refine a sequence – trusting, listening, and engaging – through which "moving with" emerges. Mutual trust is built when agents value relational support and communication, while citizens show basic procedural understanding and willingness to engage. Active listening enables shared sense-making, distinguishing constraints from negotiable elements, and supports conditional empowerment that reframes, rather than undermines, judicial authority. Finally, "moving with" is facilitated by settings which foster a citizen-agent narrative. We draw some theoretical and practical implications of these findings.