

OECD Public Services Webinar #1

Putting the user at the centre with Life Events

PUBLIC ADMINISTRATIVE SERVICES FOR THE FUTURE
OECD WEBINAR SERIES

ONLINE, THURSDAY 26 MARCH 2026
14:00 – 15:30 PARIS (FRANCE) TIME

MS TEAMS [LINK](#)

OECD Public Services Webinar #1: Putting the user at the center with Life Events

Online, Thursday 26 March 2026 | 14:00 – 15:30 CET

DRAFT AGENDA - All meetings are in Paris (France) time.

Moderator: Mr **Arnault Prêtet**, Head of the Public Services Workstream, Public Governance Directorate, OECD

13:45-14:00	<p>Connection of participants : link: https://events.teams.microsoft.com/event/4d81daee-1c1c-41ae-942f-bd1bd74c88d3@ac41c7d4-1f61-460d-b0f4-fc925a2b471c</p>
14:00-14:10	<p>Opening remarks</p>
	<p><i>The opening session will introduce the ambition, objectives and activities of the OECD Webinar Series - Public Administrative Services (PAS) for the Future, and provide a forward-looking perspective on the development of human-centered PAS for the future.</i></p> <ul style="list-style-type: none"> Ms Valerie Frey, Head of the Governance Indicators and Performance (GIP) Division, GOV, OECD
14:10-15:10	<p>Panel session: Exploring an OECD Life Events Blueprint and country experiences for a Life Event approach</p>
	<p>Setting the scene: a Blueprint for a Life Event approach</p> <p><i>The OECD will present the conceptual and operational foundations of a Life Event approach for public administrative services design and delivery, drawing on evidence from recent OECD collaboration with OECD Member countries and work on several initiatives, including the OECD Serving Citizen survey, the TSI project on measuring citizen satisfaction with key government services, the OECD Digital Government Index as well as through the SIGMA initiative.</i></p> <ul style="list-style-type: none"> Ms Emilie Balbirnie, Policy Analyst and Project Manager, GIP/ GOV, OECD Mr Bruno Monteiro, Senior Policy Advisor, Service Delivery and Digitalisation, SIGMA, OECD <p>Zoom in on the deploy and sustain phases: the example of Estonia</p> <p><i>Estonia will offer an insight into concrete experiences in building service capabilities, testing implementation feasibility and deployment monitoring mechanisms when deploying a Life Event approach.</i></p> <ul style="list-style-type: none"> Mr Marten Jakobson, Advisor, Ministry of Justice and Digital Affairs, Estonia <p>Open discussion with questions and answers.</p>
15:10-15:25	<p>Interactive session on key enablers for implementing Life Event approaches</p>
	<p><i>During this session, participants will reflect and discuss key enablers for implementing Life Event approaches, based on their own experiences as well as insights provided during the webinar.</i></p> <ul style="list-style-type: none"> Moderator: Ms Emilie Balbirnie, GIP/GOV, OECD
15:25-15:30	<p>Wrap-up and next steps</p>
	<ul style="list-style-type: none"> Mr Arnault Prêtet, Head of the Public Services Workstream, GIP/ GOV, OECD

OBJECTIVE

This **first webinar of the Public Administrative Services (PAS) for the Future Series** aims to introduce and operationalise the **Life Event approach** as a core instrument for implementing the [OECD Recommendation on Human-centred Public Administrative Services](#). It will showcase how governments can organise public administrative services around **concrete Life Events—such as “I had a baby” or “I lost a loved one”**—rather than institutional silos, administrative competences or procedural steps.

The webinar will pursue three specific objectives:

- (i) Introduce a **conceptual and operational foundations of a Life Event approach**, drawing on evidence from OECD work and indexes, as well as from collaboration with countries;
- (ii) share **practical country experiences on life events** illustrating how services can be bundled, simplified and proactively delivered across administrative boundaries; and
- (iii) identify **key governance, data and digital enablers** required to implement life-event-based service delivery, such as governance frameworks, data sharing and interoperability and service design capabilities.

The session will be concrete and practice-oriented, fostering peer learning, and will be supported by a policy brief and insights from recent projects and initiatives at OECD and country-level.

CONTEXT OF THE WEBINAR SERIES

Public administrative services (PAS) are at the core of daily interactions between people, businesses and the state. Despite progress in digitalisation of public services, many users continue to face complexity, difficulties to access and duplications in public services, experiencing the fragmentation of public service delivery, repetitions of information and administrative burden. OECD evidence shows that satisfaction with administrative services remains uneven across countries, with accessibility, responsiveness and simplicity emerging as critical drivers of welling of people and trust in government.

The OECD work on public administrative services aims to accelerate implementation of the human-centred public services agenda by disseminating cutting-edge practices, strengthening continuous improvement and monitoring efforts, and supporting reforms aligned with the Recommendation. The life-event approach represents a structural shift from institution-centred to user-centred service delivery. It requires rethinking processes, data governance, organisational arrangements, regulation and digital infrastructure to provide seamless, integrated and proactive services.

The webinars build on **recent OECD analytical work**, including the EU Technical Support Instrument 2023-2025 project on measuring citizen satisfaction with key government services and related initiatives such as the OECD *Government Digital Index* and Serving Citizens surveys, as well as on the **collaboration with OECD Member and non Member countries**.

The webinars will be supported by a **series of policy papers** that further explore and detail approaches, methodologies, tools and experiences used or needed in OECD Member and non-Member countries. They will provide practical guidance for countries to modernise and make their public services more human-centred and effective.

The objective is also to initiate a sustained community of practice that can exchange experiences, discuss implementation challenges and support the monitoring and dissemination of the human-centred public services agenda.

PARTICIPANTS

The webinar will bring together senior policymakers, public service managers and technical experts from OECD Member and partner countries responsible for the steering, design, coordination and delivery of public administrative services. Participants may include officials in charge of key aspects of public services, including but not limited to: user feedback and experience, service design, digital government, interoperability frameworks, data governance, administrative simplification, regulatory reform and monitoring. The session will also engage members of relevant OECD communities and networks working on innovative public services, digital transformation and public governance reforms, as well as practitioners.

CONTACTS

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