



United Nations

Department of
Economic and
Social Affairs



State Agency for Public Service and
Social Innovations under the President
of the Republic of Azerbaijan

Launch of a Capacity Building Initiative on “Innovating Public Service Delivery to Achieve the Sustainable Development Goals (SDGs)”

Side Event at the margins of the Twenty-Fourth Session of the Committee of
Experts on Public Administration (CEPA)

9 April 2025

1:30 p.m. – 2:30 p.m.

United Nations Headquarters, New York
Conference Room 5

Overview

A Side Event to launch a Capacity Building Initiative on “Innovating Public Service Delivery to Achieve the Sustainable Development Goals (SDGs)” will be held on 9 April 2025 at the United Nations Headquarters, at the margins of the margins of the Twenty-Fourth Session of the Committee of Experts on Public Administration (CEPA). The Side Event is jointly organized by the State Agency for Public Service and Social Innovations under the President of the Republic of Azerbaijan and the United Nations Department of Economic and Social Affairs, through its Division for Public Institutions and Digital Government.



The State Agency for Public Service and Social Innovations under the President of the Republic of Azerbaijan pioneered the innovative “ASAN Service,” which earned the prestigious UN Public Service Award in 2015. This one-stop service hub provides citizens with seamless access to a wide range of public services, enhancing efficiency and convenience. Its success has inspired adoption in over 25 countries, optimizing public service delivery and improving government performance. This global recognition has further motivated Azerbaijan to share its expertise and best practices with international partners. The United Nations Department of Economic and Social Affairs, through its Division for Public Institutions and Digital Government (DPIDG), has designed a capacity development project on “Innovating Public Service Delivery to Achieve the Sustainable Development Goals (SDGs) through the Transfer and Adaptation of Omnichannel Approaches”, which will be implemented thanks to the generous contribution of the Government of the Republic of Azerbaijan.

The Contribution Agreement, which was signed in Baku on 11 November 2024, between UN DESA/DPIDG and the Government of the Republic of Azerbaijan, aims to strengthen the capacities of government officials to design and implement omnichannel service delivery systems — such as One-Stop Shops (OSS) — promoting inclusive, effective, and accountable public services. The project directly supports SDG 16 (building effective institutions) and contributes to SDGs 1, 5, 8, 9, 10, 11, and 17 by enhancing public service delivery and fostering innovation. The project prioritizes vulnerable groups — including women, youth, older persons, persons with disabilities, and those in poverty — ensuring equitable access to public services.

Key activities include:

- An interregional workshop and peer-to-peer learning on innovative approaches to public service delivery and gap assessments.
- Regional forums to develop action plans for the establishment of one-stop-shops.
- An international symposium in Baku, Azerbaijan, with study visits to “ASAN service” centers.
- Creation of an online course and OSS Handbook update.
- Networking and outreach activities on promoting innovation in public service delivery to achieve the SDGs.
- Drafting international standard on public service delivery.

Objective

The Side Event will serve as a platform for participants to share successful strategies, discuss challenges, and explore collaborative opportunities in public service innovation.



Focus Area

The Side Event will focus on innovative approaches to public service delivery and how to strengthen governments' capacities to deliver high-quality public services. Public service delivery is integral to all 17 SDGs: 59 of the 169 targets (35%) are directly linked to it, and 66 of the 230 indicators (29%) require specific public sector action. Moreover, a global survey conducted in commemoration of the United Nations' 75th anniversary revealed a clear consensus—across all regions, respondents identified improved access to basic services as their top priority. This underscores the urgent need for governments to strengthen public service delivery as a cornerstone of sustainable development and social progress.

To provide effective, accountable, and inclusive public services, many countries around the world are delivering services through citizen centric omnichannel service delivery systems. These systems are a mechanism, which may be a stationary or a mobile service point, where citizens and/or businesses can access all relevant information relating to public services through a “single front door”. They can conduct all transactions without the need to visit multiple public offices multiple times. This can also be a vehicle for providing inclusive public service delivery to vulnerable groups. People living in sparsely populated and/or far-flung areas usually belong to disadvantaged groups, who cannot avail services offered by the brick-and-mortar or web-based OSSs.

When properly designed and implemented, omnichannel service delivery systems, through OSS, add public value by: a) providing ways to increase citizen participation and awareness; b) improving regulatory delivery, c) increasing accountability; d) reducing corruption; e) enhancing social inclusion; f) decreasing fragmentation in public service delivery, thereby improving people's satisfaction with public service delivery; g) increasing citizens' trust in government; and h) enhancing national competitiveness, thus contributing to accelerating the implementation of the SDGs.

Outcomes

- **Shared Insights:** A comprehensive understanding of diverse innovative approaches to public service redesign across different regions.
- **Collaborative Networks:** Strengthened partnerships and networks among countries, paving the way for joint initiatives and mutual support.
- **Key Recommendations:** Actionable strategies and frameworks to implement innovative public service reforms contributing to the SDGs.



Programme

Opening Session – 1:30 pm – 1:40 pm	
1:30-1:35 pm	Mr. Navid Hanif , Assistant Secretary-General for Economic Development, UN Department of Economic and Social Affairs
1:35-1:40 pm	H.E. Mr. Ulvi Mehdiyev , Chairman of the State Agency for Public Service and Social Innovations under the President of the Republic of Azerbaijan
Innovating Public Service Delivery – 1:40 pm – 1:55 pm	
Moderator: Ms. Cristina Rodriguez-Acosta , Inter-regional Adviser, DPIDG, UN DESA	
1:40-1:45 pm	Overview of the capacity building initiative on “Innovating Public Service Delivery to Achieve the Sustainable Development Goals (SDGs) through the Transfer and Adaptation of Omnichannel Approaches” Ms. Adriana Alberti , Chief, Programme Management and Capacity Development Unit, Division for Public Institutions and Digital Government, UN DESA
1:45-1:55 pm	Presentation of “ASAN Service” center of the Republic of Azerbaijan Mr. Mahammadali Khudaverdiyev , Director for International Affairs, State Agency for Public Service and Social Innovations under the President of Azerbaijan
Roundtable on Innovative Approaches to Public Service Redesign – 1:55 pm – 2:30 pm	
Key questions: <ul style="list-style-type: none"> • What innovations has your country spearheaded to deliver better quality services? • How can your government enhance capacities to deliver better services and how can this Capacity Building Initiative on "Innovating Public Service Delivery to Achieve the Sustainable Development Goals (SDGs)" help in this regard? 	
1:55-2:20 pm	Permanent Representatives to the United Nations
2:20-2:30 pm	Q&A & Group Photo

