Design for Public Policy



Christian Bason

Director //
MindLab

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DESIGN FOR POLICY

AN EMERGING PRACTICE FOR ACHIEVING INTENDED CHANGE

CHRISTIAN BASON
DIRECTOR, PH.D. FELLOW

MIND LAB

@christianbason www.mind-lab.dk/en

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The ambition

"Governments can be brutal and stupid. But the best have helped their citizens to live stronger, safer, richer, freer lives."

Geoff Mulgan

The Art of Public Strategy (2009: 1)

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Some stories from the policy frontlines...

Ministry of Business and Growth Denmark

Undervisnings Ministeriet
The Ministry of Education

Odense Kommune

Ministry of Employment

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The emerging context

Super-wicked problems

Siloed knowledge domains

Stability over change

Opening of government?

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The responsibility

Governments are, ultimately, the owners of public problems, and *policies* are the approaches they use to address them.

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The challenge (1)

"Adopting a new law in Parliament is no guarantee that anything actually changes."

Christine Antorini
Minister for Education

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The challenge (2)

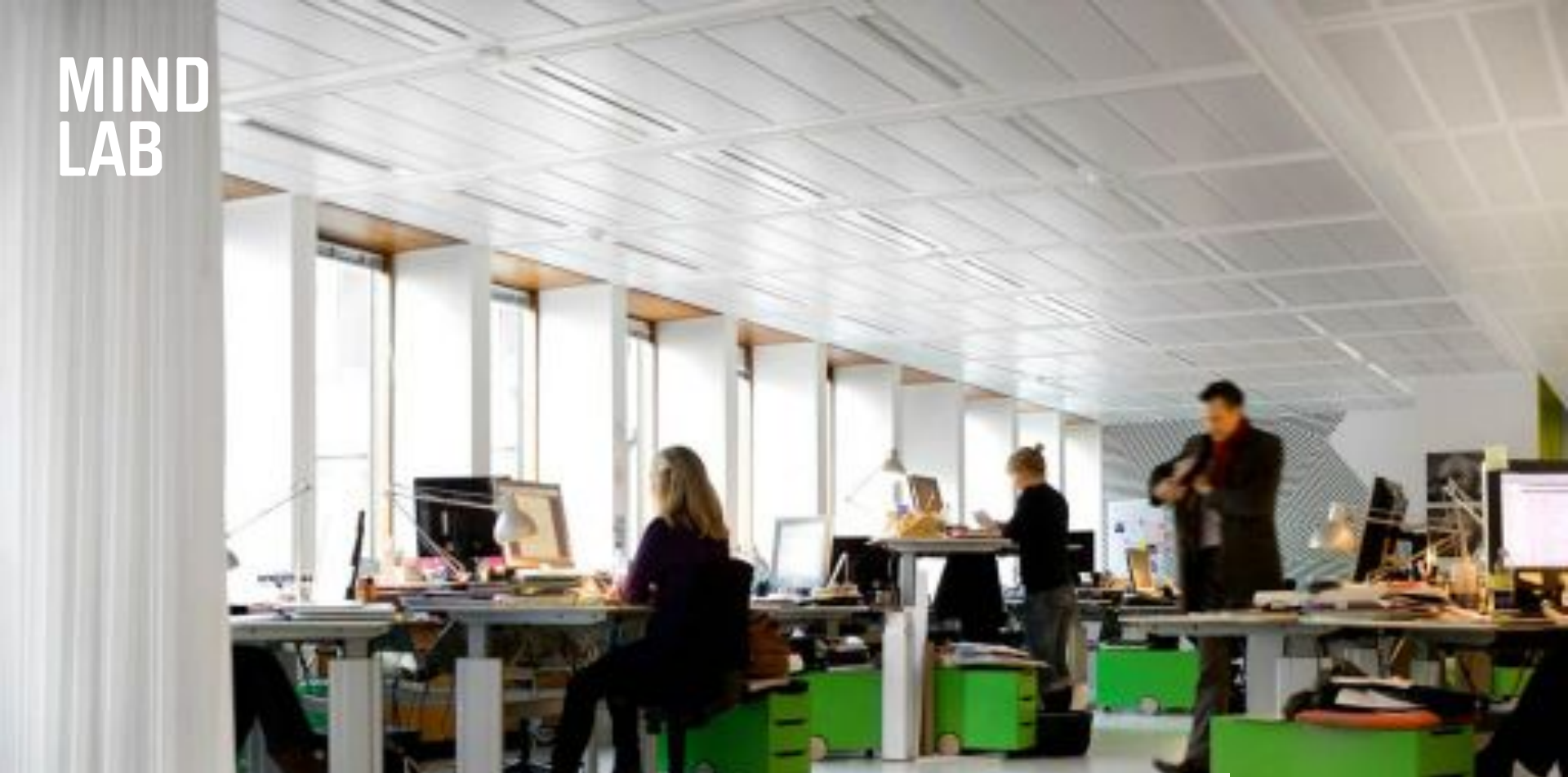
"I am acutely aware that we can't flick a switch in the Department for Education, and every child in Denmark will be learning more."

Jesper Fisker
Permanent Secretary
Department for Education

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What is at stake is our ability, as societies, to achieve in practice our positive visions of change for citizens and business.

To do so, we must change how government innovates.



Across the Globe, governments are building the infrastructures, capacities and processes needed to drive innovation in public polices and services.

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Policy

(strategy?)



Labs

(Design for policy *and* service)



Service

(operations?)

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What is the job we need labs to do?

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From resisting to embracing complexity

"Making problems experientially available for the involved stakeholders enables a real discussion of challenges and opportunities."

Joachim Halse
Danish School of Design

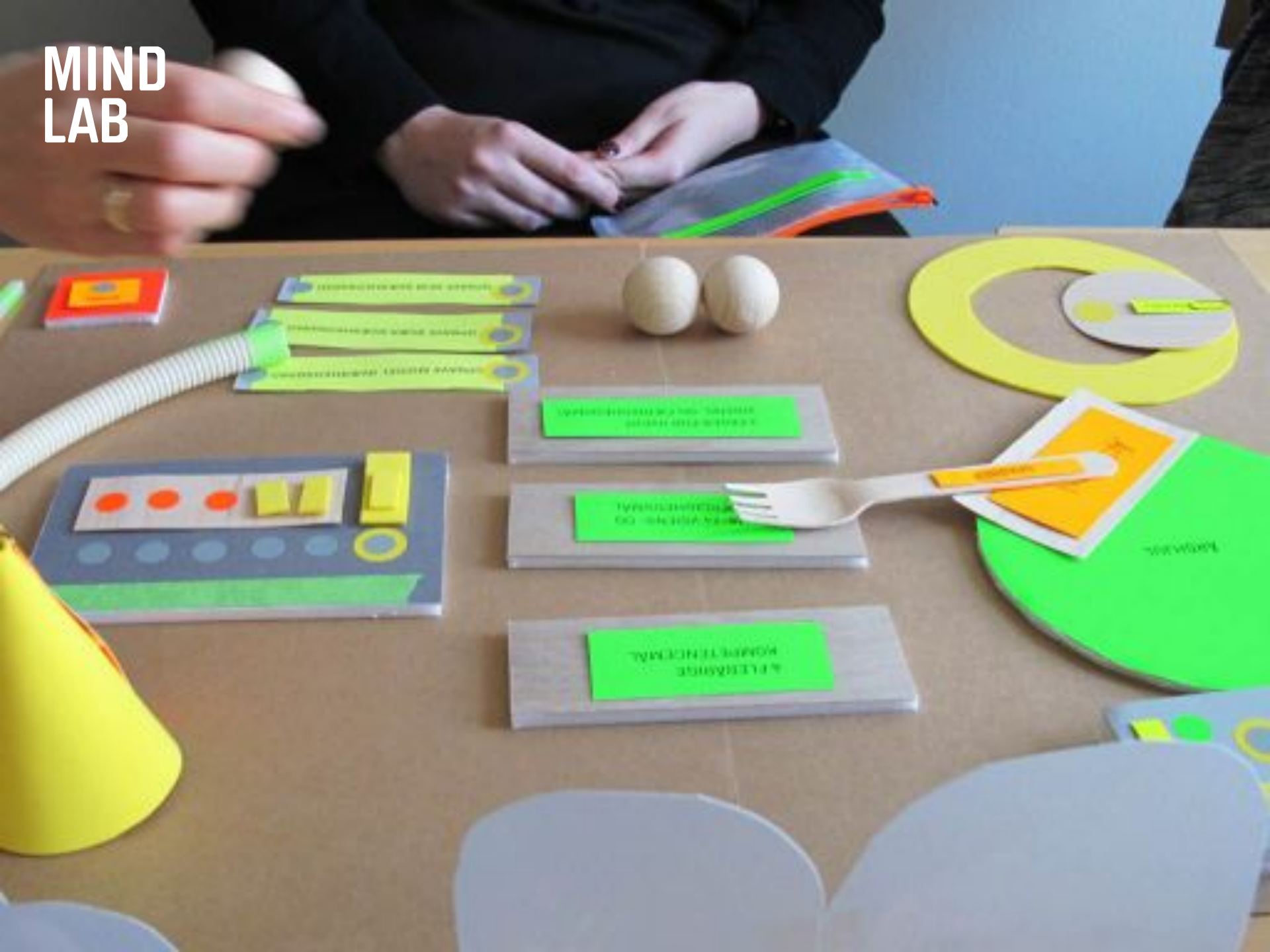

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From problem-solving to envisioning new futures.

Design can become a catalyst of the “collective construction of the future”.

Stephane Vincent et. al.
La 27e Region


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From system focus to citizen centricity.

The policy potential is of viewing people “not as bundles of needs to be served but as potential assets in the system”.

Simona Maschi
Copenhagen Institute of Interaction Design

Jennie Winhall
Participle


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From unilateral action to shaping new alliances.

"Policymakers will have to forge alliances with broader coalitions of actors, generating a wider range of organizational platforms and sources of knowledge, than they ever have before."

Tom Bentley
Former senior advisor to Australian PM


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From facilitation to stewardship.

“Coherently shape cultural, political, economic interests through unpredictability towards a desired goal and to ensure impactful delivery.”

Marco Steinberg
Founder, Snowcone
Former Director, Helsinki Design Lab


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From policy-as-strategy to policy-as-impact.

“The moment we link policy implementation and policy-making with the products and services that people actually experience, the human experience moves into the foreground.”

Sabine Junginger
Hertie School of Government
Kolding School of Design

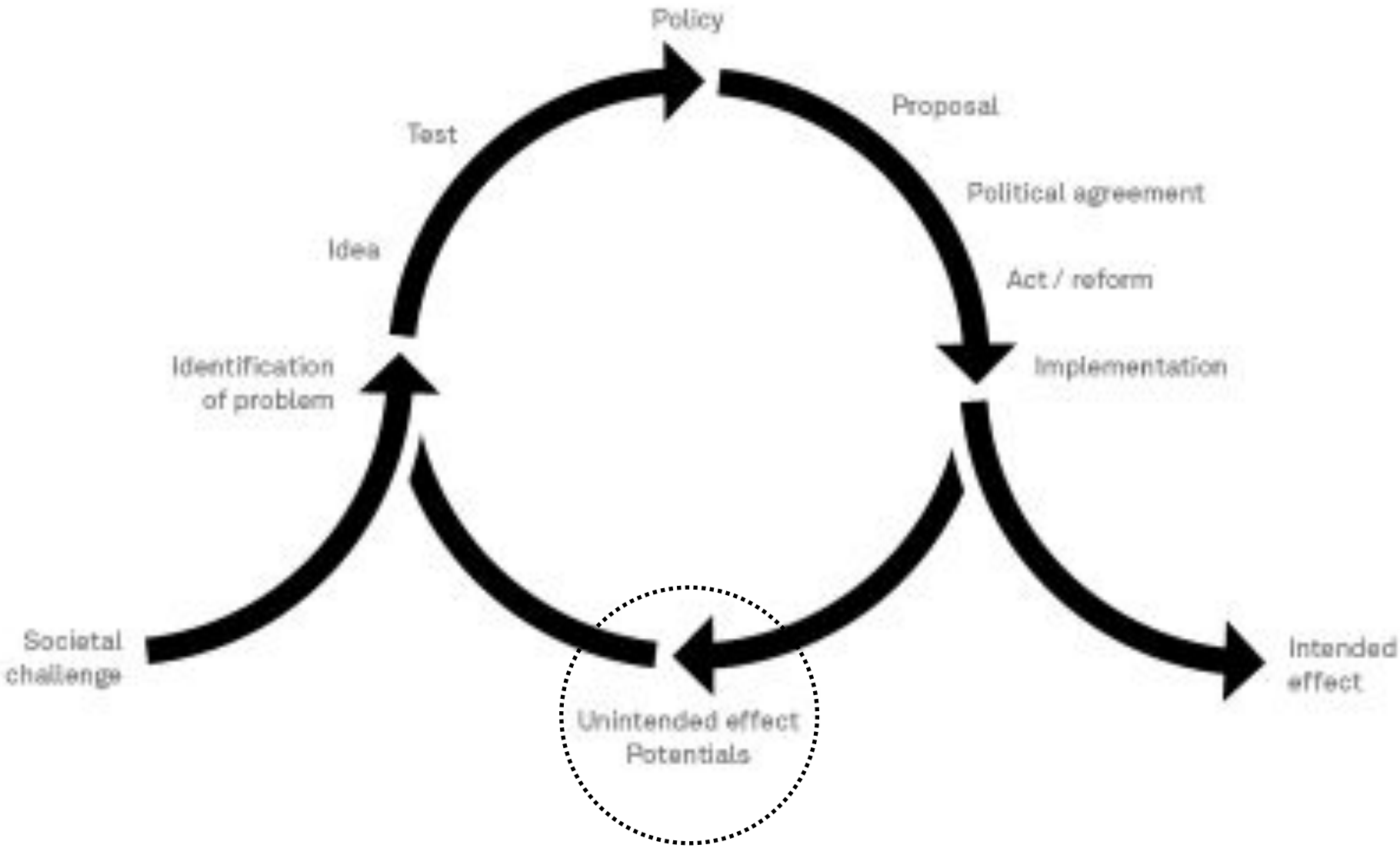

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Current policy model	Design for policy
Resisting complexity	Embracing complexity
Problem-oriented; reactive	Vision-oriented; proactive
System focus	Citizen focus
Unilateral action	Shaping new alliances
Facilitation	Stewardship
Strategy emphasis	Impact emphasis

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The shape of a new and more humble policy model?



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What's next?

(For labs to succeed)

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Authorization

How to make design for policy legitimate?

Skills

New competencies for policy makers, and for designers?

Metrics

Might we need to recognize new forms of value?

Research

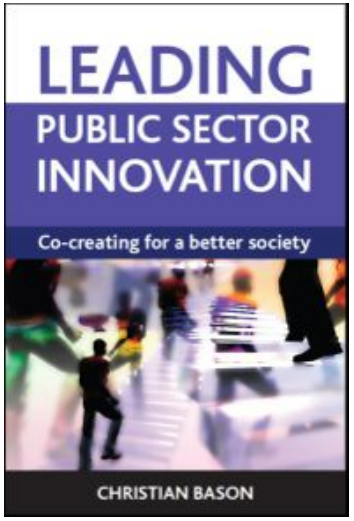
What must we learn, fast, about design for policy?

Politics

What becomes the space for political decision-making?

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Some resources



Policy Press 2010



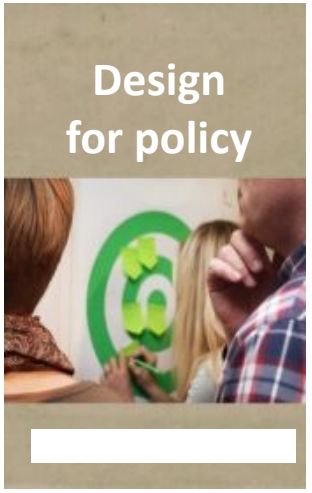
European Commission 2012



Nesta + MindLab 2012



European Commission 2013



Gower Ashgate October 2014


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