Design for Public Policy

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DESIGN FOR POLICY

AN EMERGING PRACTICE FOR ACHIEVING INTENDED CHANGE

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"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)
Some stories from the policy frontlines...
The emerging context

Super-wicked problems
Siloed knowledge domains
Stability over change

Opening of government?
Governments are, ultimately, the owners of public problems, and policies are the approaches they use to address them.
Adopting a new law in Parliament is no guarantee that anything actually changes.”

Christine Antorini
Minister for Education
“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
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.
Policy
(strategy?)

\[ \uparrow \]

\[ \downarrow \]

Labs
(Design for policy and service)

\[ \uparrow \]

\[ \downarrow \]

Service
(operations?)
What is the job we need labs to do?
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
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
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
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
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
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
Current policy model

Resisting complexity

Problem-oriented; reactive

System focus

Unilateral action

Facilitation

Strategy emphasis

Design for policy

Embracing complexity

Vision-oriented; proactive

Citizen focus

Shaping new alliances

Stewardship

Impact emphasis
The shape of a new and more humble policy model?
What's next?
(For labs to succeed)
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?
Some resources

- **LEADING PUBLIC SECTOR INNOVATION**
  Co-creating for a better society
  By Christian Bason
  Policy Press 2010

- **Design for Growth & Prosperity**
  Report and Recommendations of the European Design Leadership Board
  By Jesper Christiansen and Lasse Buhl
  European Commission 2012

- **Innovation in policy:**
  Allowing for creativity, social complexity and uncertainty in public governance
  By Jesper Christiansen and Lasse Buhl
  Nesta + MindLab 2012

- **Powering European Public Sector Innovation:**
  Towards a New Architecture
  Report of the Expert Group on Public Sector Innovation
  European Commission 2013

- **Design for policy**
  By Gower Ashgate
  October 2014