Design for Government

how can we utilize innovation to tackle challenges of tomorrow

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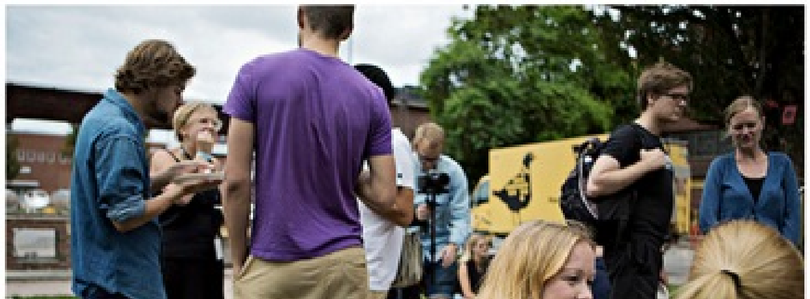
Hotel Hilton Reykjavik
11/18/2015

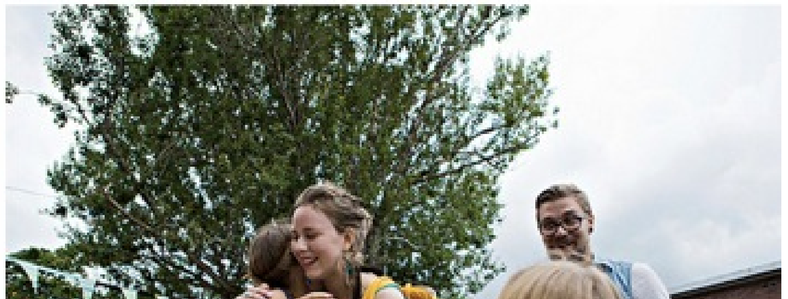
DEMOS HELSINKI

Demos Helsinki

Nordic non-profit think tank based in Helsinki. 25 employees with different backgrounds. Society is the ‘second customer’ in every project.

Systems thinking, future studies and co-creation as key approaches. Collaborations include municipalities, governments, universities, non-profits and companies in the Nordic region.



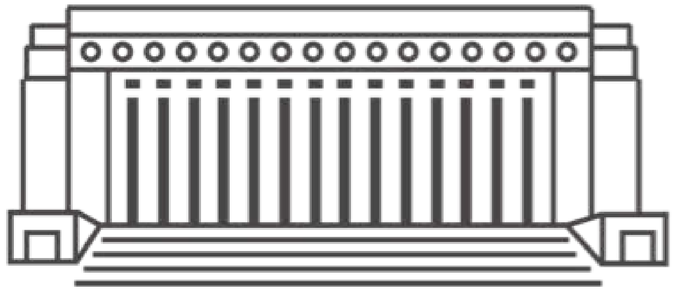


PAST

Nordic welfare model is a highlight of social innovation in history.

A solution for the Industrial age.

NOW



“Finnish governance is under pressure, so tools of governing must be developed to become even more efficient and targeted.”

Need for trust and legitimacy

Scarce resources

Digitalisation

Ageing and more diverse population

Sound familiar?

Narrative not just for Finland, but many Western societies.

FUTURE

CabinetOffice
INSTITUTE FOR GOVERNMENT
MINDSPACE
Influencing behaviour through public policy
AFFECT
MESSENGER
PRIMING
COMMITMENT
SALIENCE
EGO
HABIT
INCENTIVES
NORMS
DEFAULTS
Nesta
Innovation in p
allowing for creat
social complexity and
uncertainty in public
governance
Jasper Christiansen and Laura Bunt
October 2012
MIND LAB
Nesta
MAKING EVIDENCE USEFUL
THE CASE FOR NEW INSTITUTIONS
Geoff Mulgan and Ruth Puttick
March 2013
GOVERNMENTS FOR THE FUTURE
AUSTRIA • FINLAND • SCOTLAND • SWEDEN • UNITED KINGDOM
Main Report
November 20
Sitran selvityksiä 77
Kohti kokeilukulttuuria
Analyysi Jyväskylän resurssiviisaista kokeiluista strategisen kehittämisen työkaluina
Toukokuu 2014
Annukka Berg, Mikael Hildén ja Kirsi Lahti
Suomen ympäristökeskus
SITRA
Sitra Studies 80
Governments for the Future:
Building the Strategic and Agile State
Yves Doz and Mikko Rasmus
August 18, 2014
STEER
MASTERING OUR BEHAVIOUR THROUGH INSTINCT, ENVIRONMENT AND REASON
MATT GRIST
JUNE 2010
KOKEILUN PAIKKA!
MI MATKALLA KOHTI
KEILUYHTEISKUNTAA

Good news.

There are many international benchmarks that can be learned from.

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Kennisland

THE BEHAVIOURAL INSIGHTS TEAM.

POLICY LAB

18F

Government Digital Service
Putting the public first in delivering digital public services

iNudgeyou

OECD
BETTER POLICIES FOR BETTER LIVES

Observatory of Public Sector Innovation

MIND LAB

Three approaches

Design methods
Service design and design thinking help to deliver better and more approachable services.

Behavioral insights
Behavioral approaches help to understand human behavior and how policies and services affect it.

Systemic use of existing evidence
Utilization of existing and studied evidence lowers costs and increases efficiency.

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MIND LAB

MENU

DA / EN

ABOUT MINDLAB

MindLab is a cross-governmental innovation unit which involves citizens and businesses in creating new solutions for society.

INSPIRATION: METHODS

READY, SET, PROTOTYPE

A prototype is a quick, preliminary version of an idea. Prototypes are common in a wide range of design disciplines, including product design and serv...

MINDLAB NEWS

RESIDENCY AT

CASE

A TIME AND

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EXPERIMENTING HOLDS A BIG PROMISE

theguardian

”Behavioral Insights Team have nudged forward a payment of £30m a year in income tax by introducing new reminder letters that informed recipients that most of their neighbours had already paid.”

What Works Network Links

The What Works Initiative is based on the principle that good decision-making should be informed by the best available evidence on what works and what does not. It aims to improve public services for people and communities by ensuring that resources are focused on those things which will have the greatest positive impact.

What Works Centres are fundamentally different from standard research centres. They aim to directly support policy makers, commissioners and local practitioners by providing reliable, accessible products which communicate the likely impact of real policy initiatives, and building professional capacity to use evidence effectively. This report gives an overview of the What Works Centres, bringing together a selection of their recent findings.

TOP POSTS & PAGES

Our Team

Work, Learning and Wellbeing

Join roundtables on Wellbeing governance, inequality and the Five Ways to Wellbeing

About

Culture, Sport and Wellbeing

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HOW TO PROCEED?

SOLUTION 1: student collaboration

One three-month university course.

During the course 26 students solved concrete challenges of three ministries by utilizing design, behavioral insights and systems thinking methodologies.

SOLUTION 2: citizens designing services

demokratia.fi

Muutoksia tekevät ne, jotka osallistuvat.

#VAIKUTANYT

Uudistamme demokratia.fi:tä. Käy tutustumassa kehitysversioon ja kommentoi! >

#vaikutanyt På svenska

kansalaisaloite.fi

Osallistu lainsäädännön kehittämiseen. Tee kansalaisaloite tai kannata toisten aloitteita

13.11.2015
Julkinen terveydenhuolto kuntoon -

kuntalaisaloite.fi

Vaikuta kuntasi asioihin. Tee kuntalaisaloite tai osallistu toisten aloitteisiin.

18.11.2015
Ummeljoen koulu, esikoulu ja

nuortenideat.fi

Valtakunnallinen nuorten vaikuttamispalvelu.

17.11.2015
Yleisövuoroja jäähallille >>

otakantaa.fi

Vaikuta yhteisiin päätöksiin jo valmisteluvaiheessa. Osallistu avoimiin keskusteluihin tai avaa uusi keskustelu.

Alakemijoen Aarteet - (9.6.2015 -

jakuva: 1. Lähtötilanne
Kuka on käyttäjä?
Minkä tarpeen tai ongelman hän haluaa palvelun avulla ratkaista?
(10 min)

Viisi ryhmää, ryhmällä yksi näkökulma koko työpajan ajan.
OIKEUSMINISTERIÖ
JUSTITIEMINISTERIET
MINISTRY OF JUSTICE FINLAND

SOLUTION 3: co-design of policy

Design for Government

Human-centric governance through experiments

English summary of the report available at
www.demoshelsinki.fi/en/julkaisut

#dfg2015

VALTIONEUVOSTON KANSLIA
STATSRÅDETS KANSLI | PRIME MINISTER'S OFFICE

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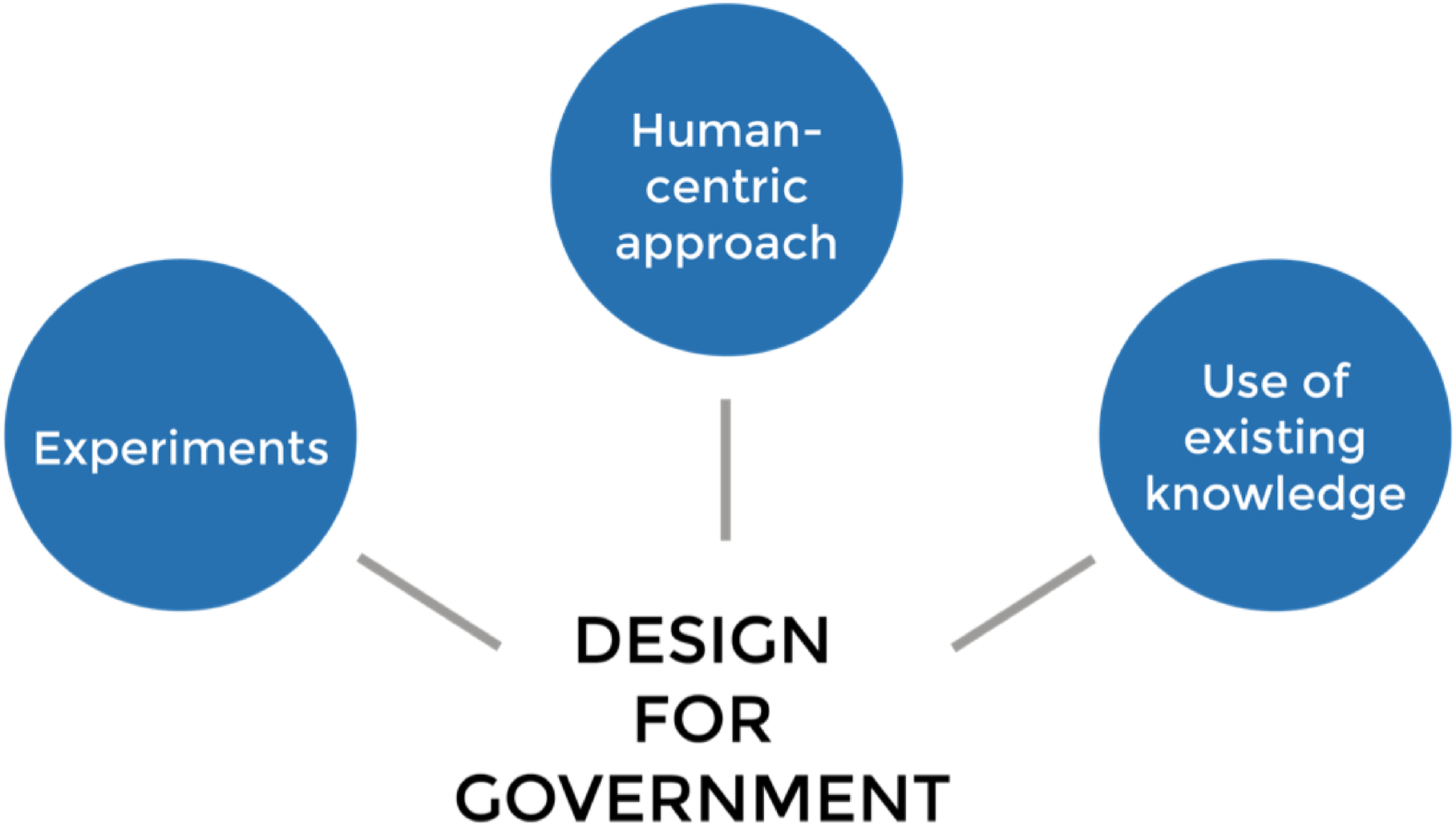
Aalto-yliopisto

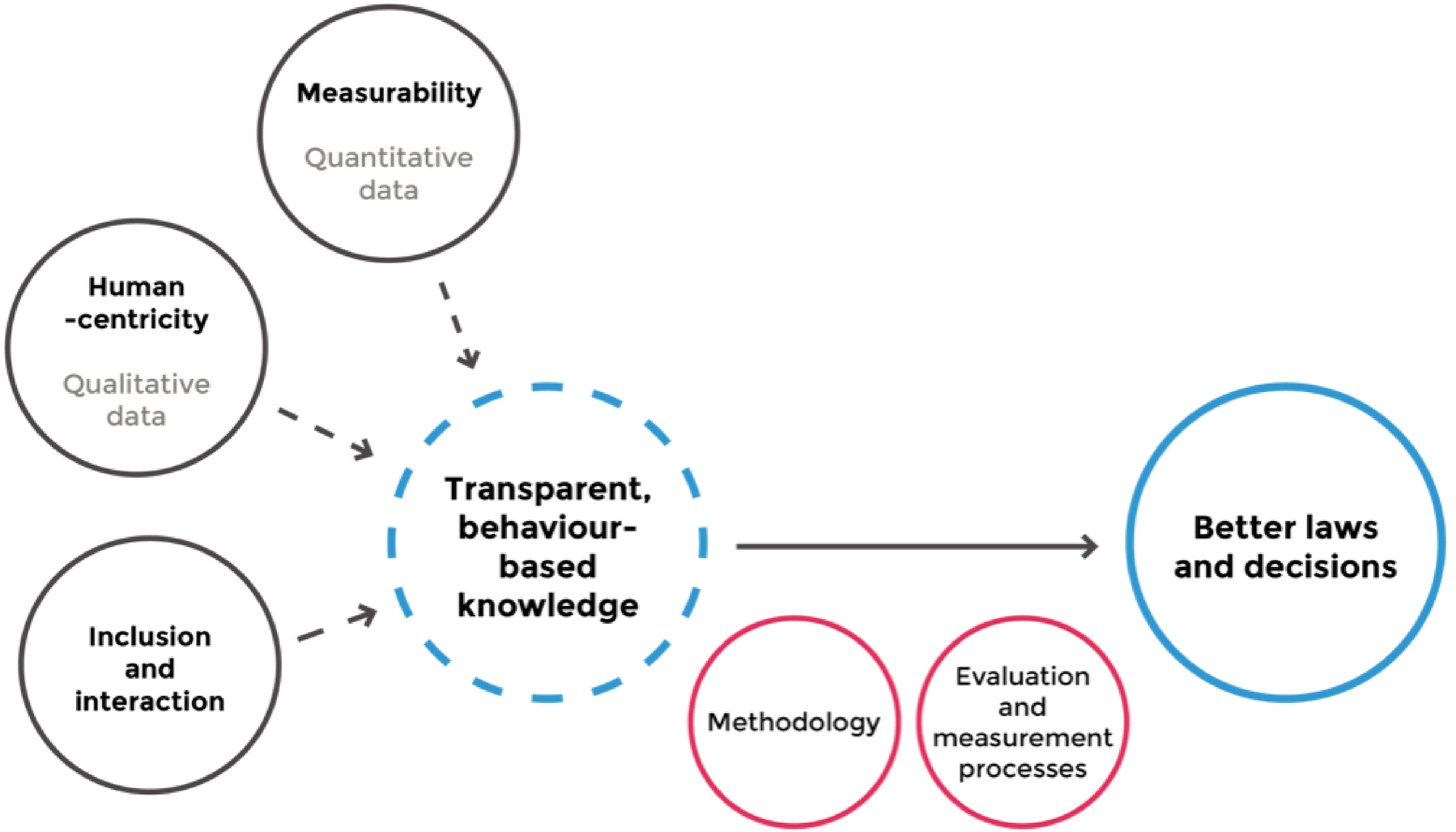

Human-centric approach
Experiments
Use of existing knowledge
DESIGN FOR GOVERNMENT

What is experimenting?

Traditional type of experimenting is done either in a laboratory or with a finalized product or policy action.

New way of experimenting is done in real environments with real users. Testing is a central development method throughout the process, starting from very early phases of development.

Through this kind of testing, a policy or a service can be tested before scaling it.



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A two-year Experimentation Program

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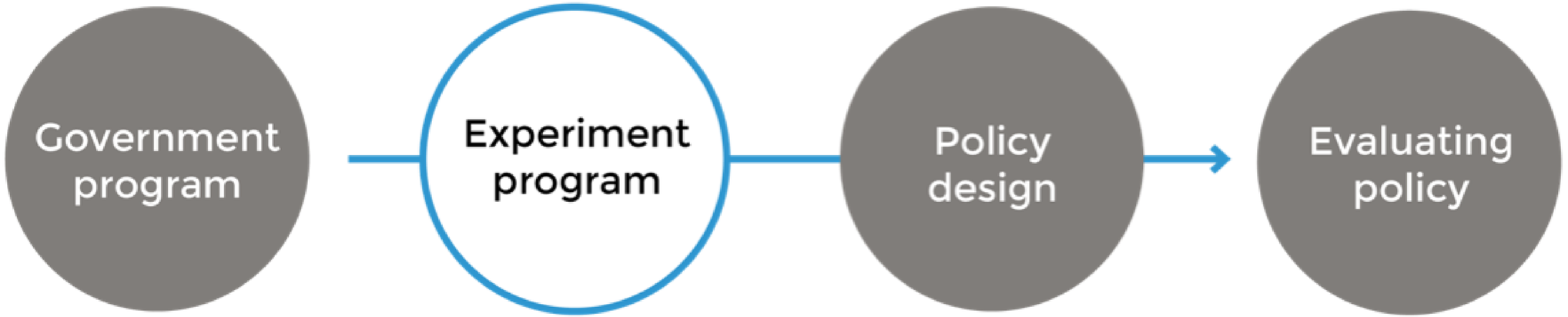

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How would Design for Government -operational model look in practice?

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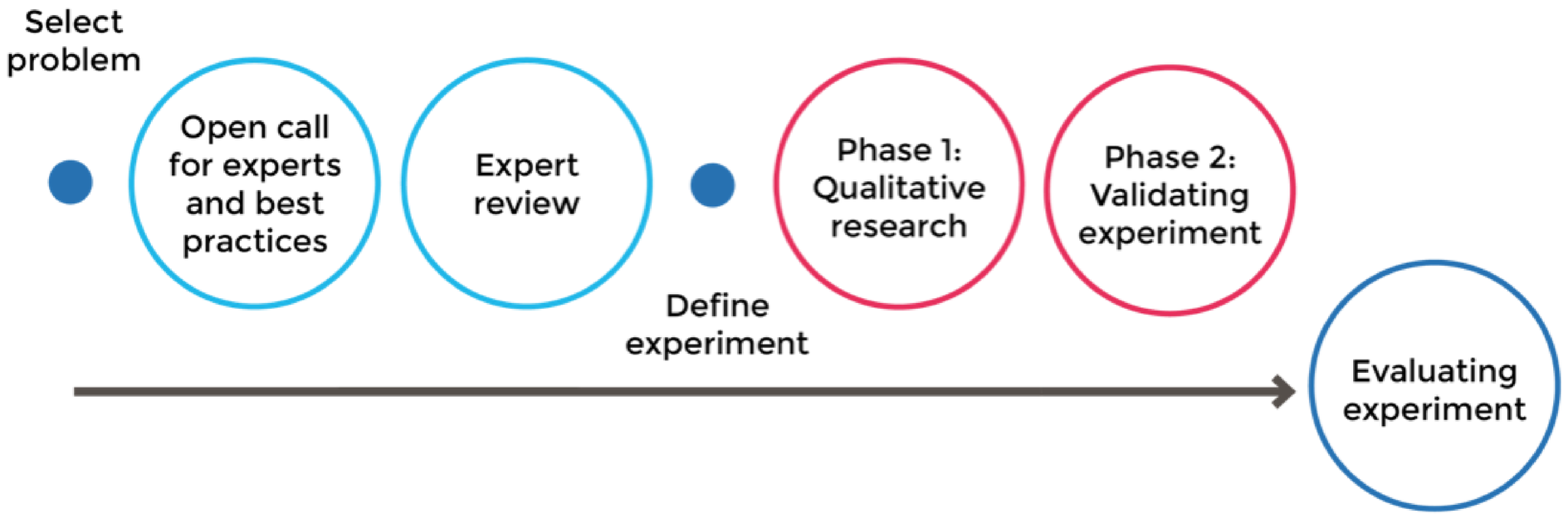

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Implementation starts in January

- Experimentation office set up within the Prime Minister’s Office
- Selection of first experiments
- Parliamentary supervising
- Connecting and network building

Finland considers basic income to reform welfare system

By Maija Unkuri
Helsinki

20 August 2015 | Europe

The unemployment rate in Finland has risen to 10%, slightly above the European Union average

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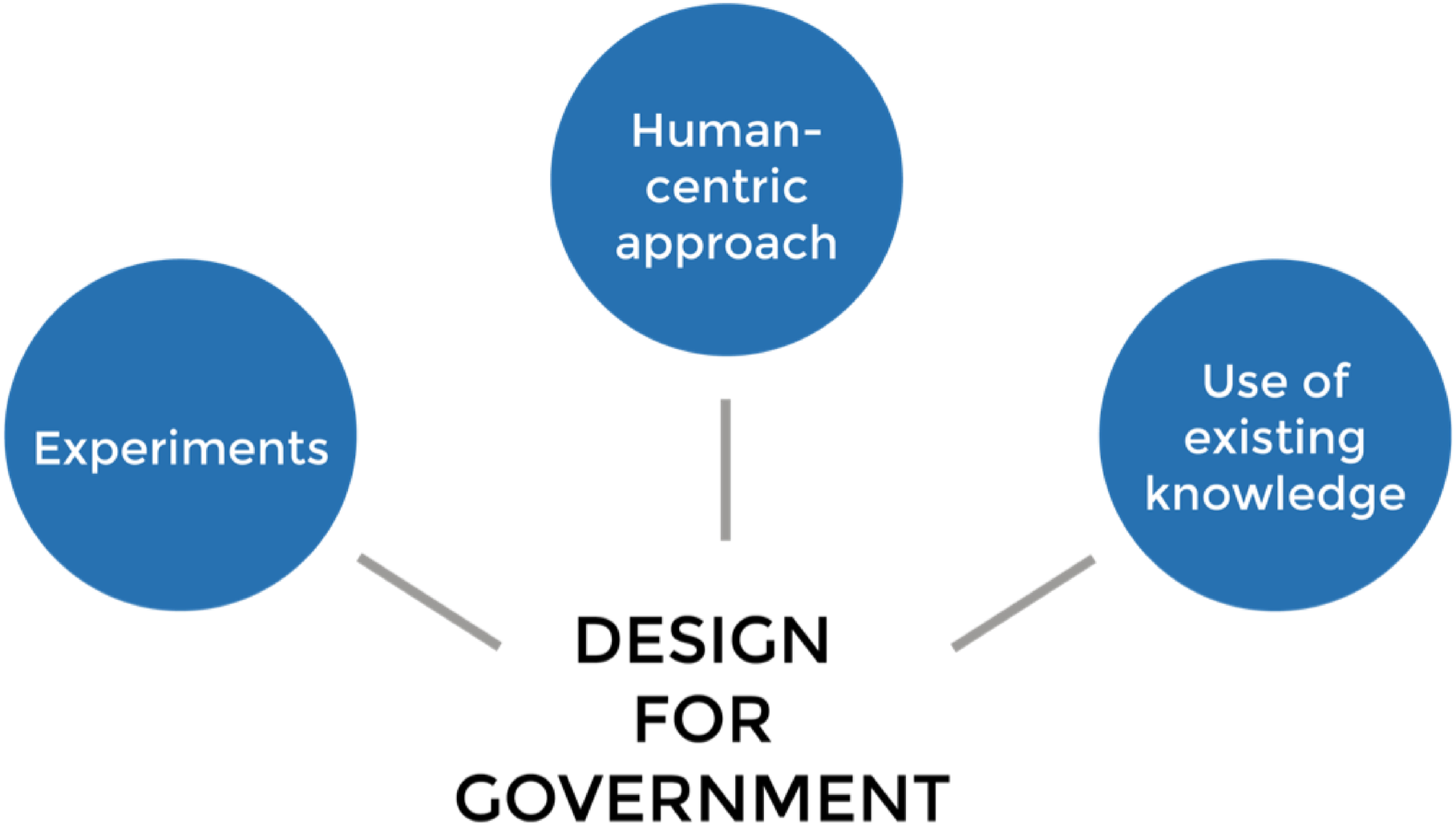
Human-centric approach
Experiments
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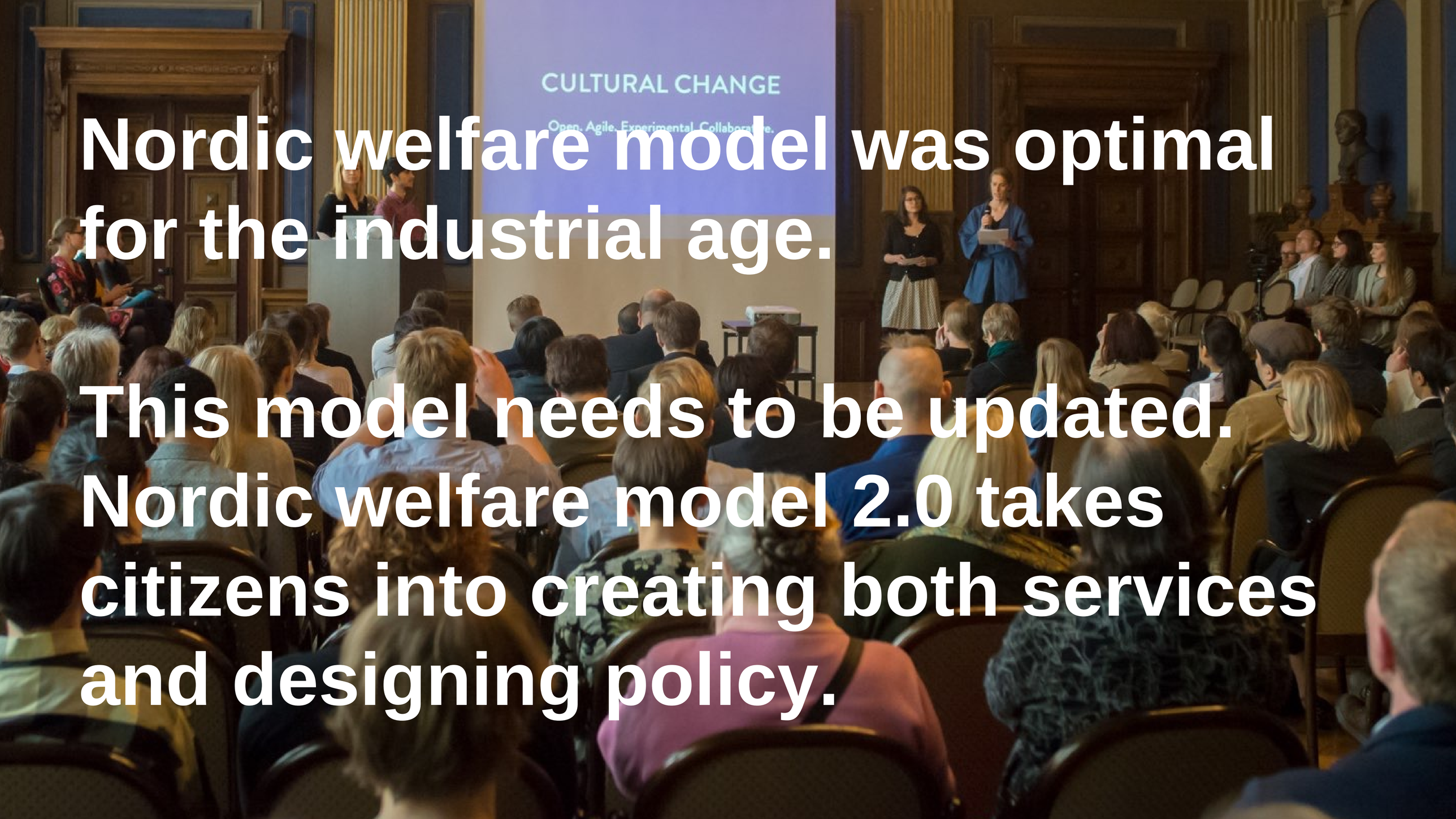
WHAT’S NEXT?



Nordic welfare model was optimal for the industrial age.

This model needs to be updated. Nordic welfare model 2.0 takes citizens into creating both services and designing policy.

Thank you!

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