



**MIND
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Implementing innovation
systems in government

Christian Bason, Director, Ph.D. Fellow





How do we get from here...

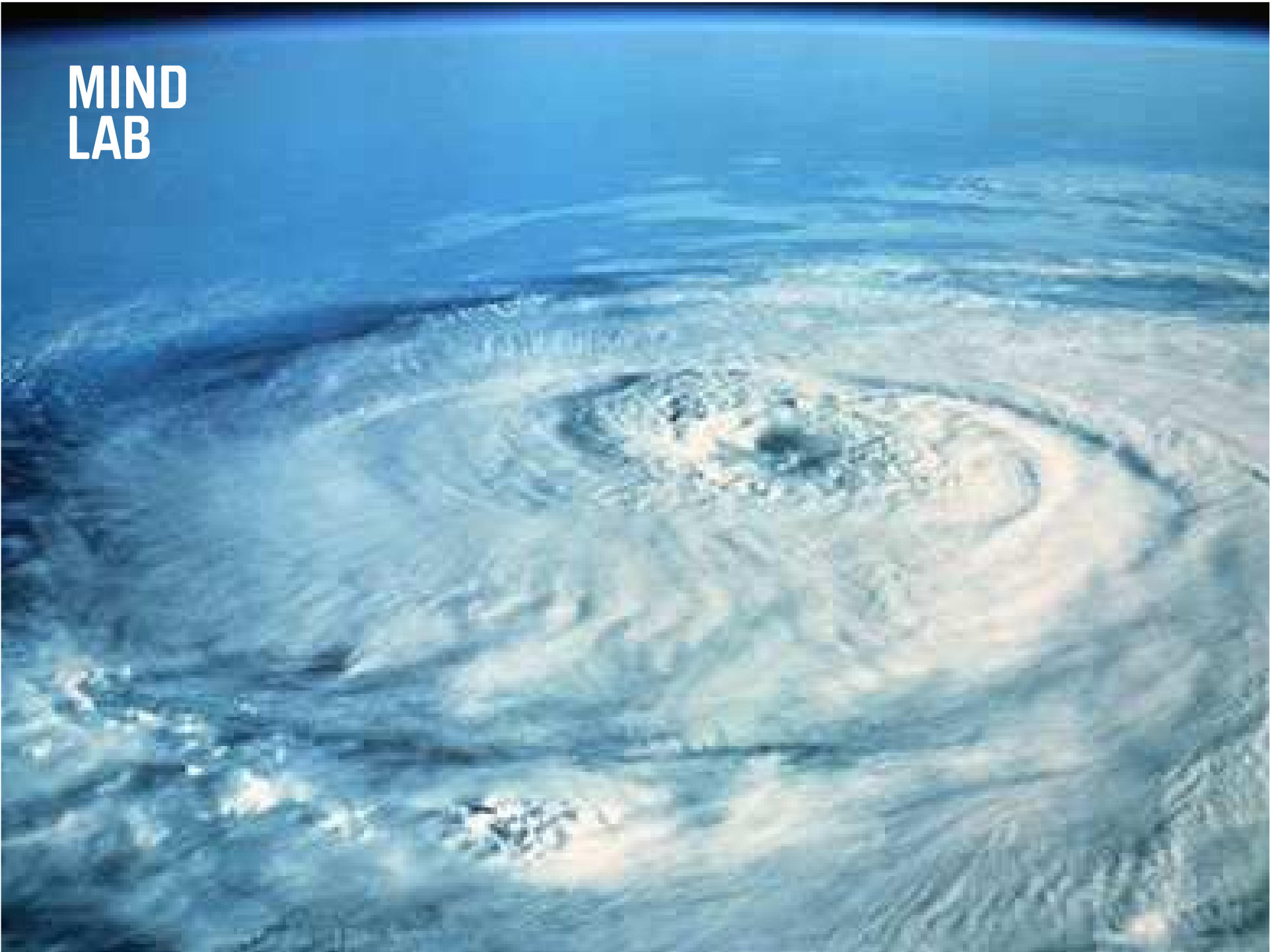
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...to here?

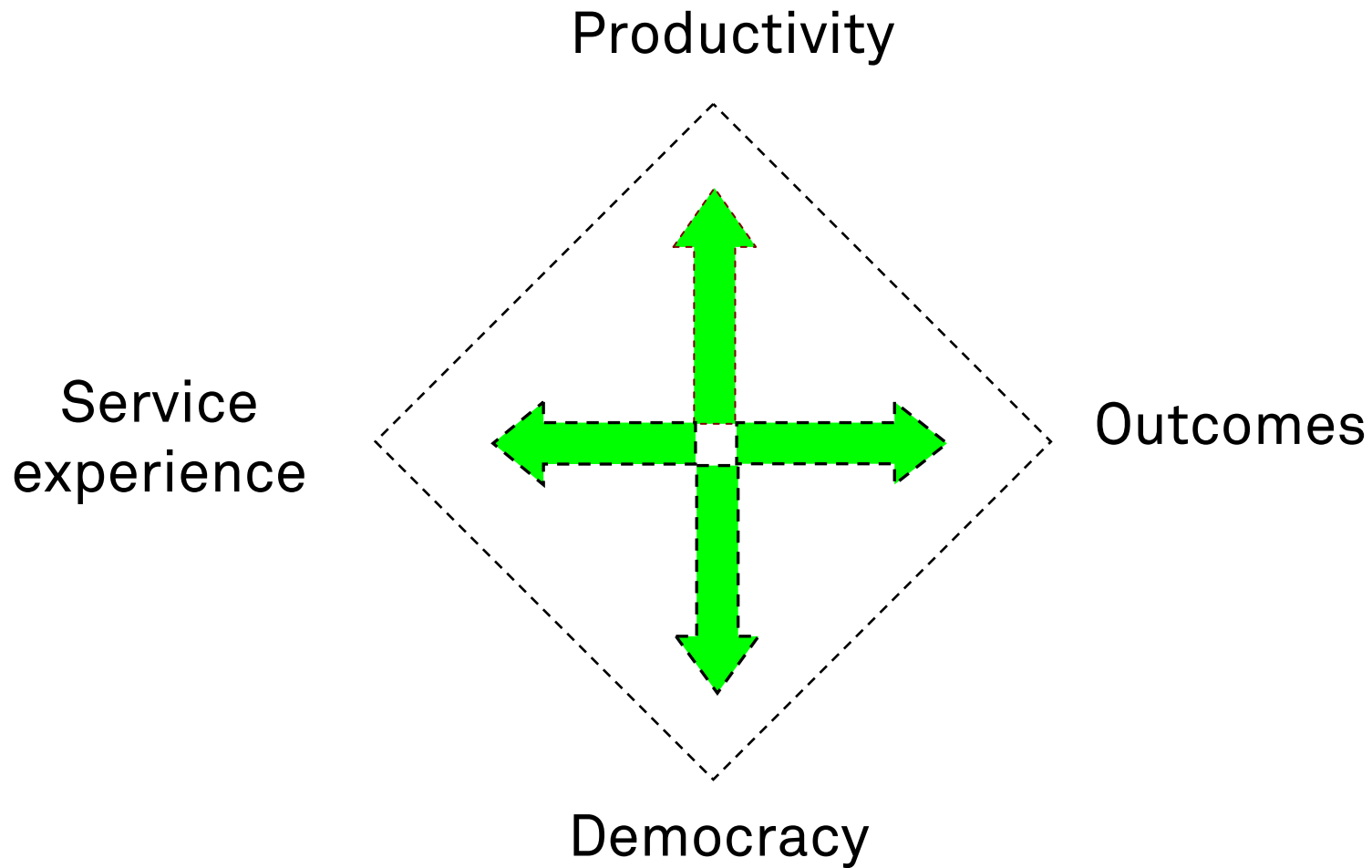


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“We haven’t got the
money, so we’ve got
to think!”

Ernest Rutherford



The challenge

How do we enhance our ability to think and act differently...

...to arrive more effectively from *public strategy* to *public value*?

The way forward: 5 principles

Recognise that no public policy arrives on a “ground zero”

Other actors and contexts are always part of the picture

Understanding people’s behaviours in practice is key to good policy design

Special skills and environments can turn behavioural insight into action

Policy that works is best (co)-created through *systematic experimentation*



Across the Globe, leading governments are currently building the capacity for systematic experimentation.

Innovations



In the News Olympics 2012 HIV/AIDS Scarcity Landsat Bob Ross



 <p>STEM education proponents' new dream come...</p>	 <p>Innovation, passion bring Wall-E, R2-D2 to...</p>	 <p>Is this what superhuman looks like?</p>	 <p>Curiosity's new images (update</p>
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Office of Personnel Management's 'Innovation Lab' a portal to Silicon Valley

Text Size Print E-mail Reprints

By Emi Kolawole, Published: August 2

The door handle on the main entrance to the Office of Personnel Management is crooked. There's a reddish hue around it that looks like rust. The entire building is a throwback to times long past. But descend into the sub-basement and you'll find a portal to Silicon Valley.

The California-style technology hub is a fitting place to transport OPM problem solvers, given the nature of the agency's ongoing challenges.

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Latest Tweets

-  RT @emikolawole: ICYMI: Full video of our Google Hangout with the @MarsCuriosity crew <http://t.co/ZWbdY03a> #MSL — oninnovations 2 days ago
-  London Mayor Boris Johnson dancing to the Spice Girls! #closingceremony Can I just say i Better than expected! — dominicbasulto 7 hou ago
-  Manufacturing is returning to America - Pittsbu



Innovation labs: Recent examples

Innovation Lab, Office of Personnel Management
(Washington DC, United States). 2012

Centre for Excellence in Public Sector Design
(Canberra, Australia). 2012

Solutions Lab @ MaRS
(Toronto, Canada). 2012

Behavioural Insights Team ("Nudge unit"), Cabinet Office
(London, UK). 2010

iZone, New York Department of Education
(New York City, United States). 2010

The Australian Centre for Social Innovation (TAC SI)
(Adelaide, Australia). 2010

Innovation labs: A definition

1. The active involvement of users at all stages of development (co-creation);
2. Multiple partners from private and public sectors;
3. Bringing together different disciplines and approaches from design, science, technology and business;
4. A dedicated space (real or virtual) for experimentation and developing new ideas.

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“Everyone designs who devises courses of action aimed at changing existing situations into preferred ones.”

Herbert Simon (1968)

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Public sector organisations are
trying design on for size

Service design

Experience design

Human centred design

Citizen-centred design

Strategic design

Design thinking

Co-design

Co-creation

Interaction design

What characterises design?

Challenging

Reimagining problems & opportunities

Human

Understanding drivers of behaviour

Experimental

Prototyping as a vehicle for learning

Concrete

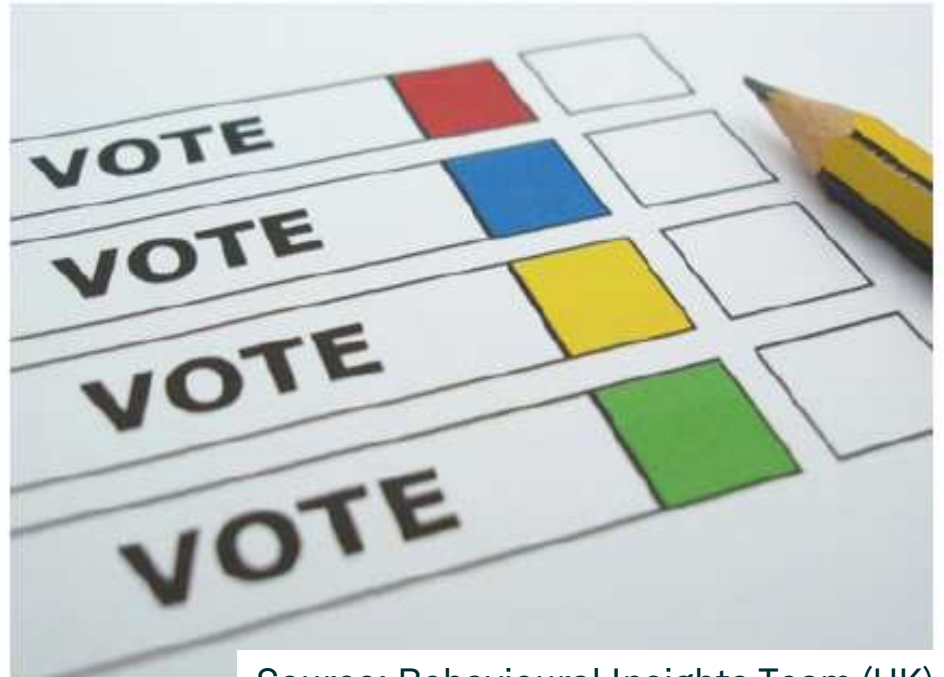
Visualising to enable cross-cutting dialogues

Three examples of designing
policies and services through
systematic experimentation

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Nudge

Behavioural Insights Team (UK)

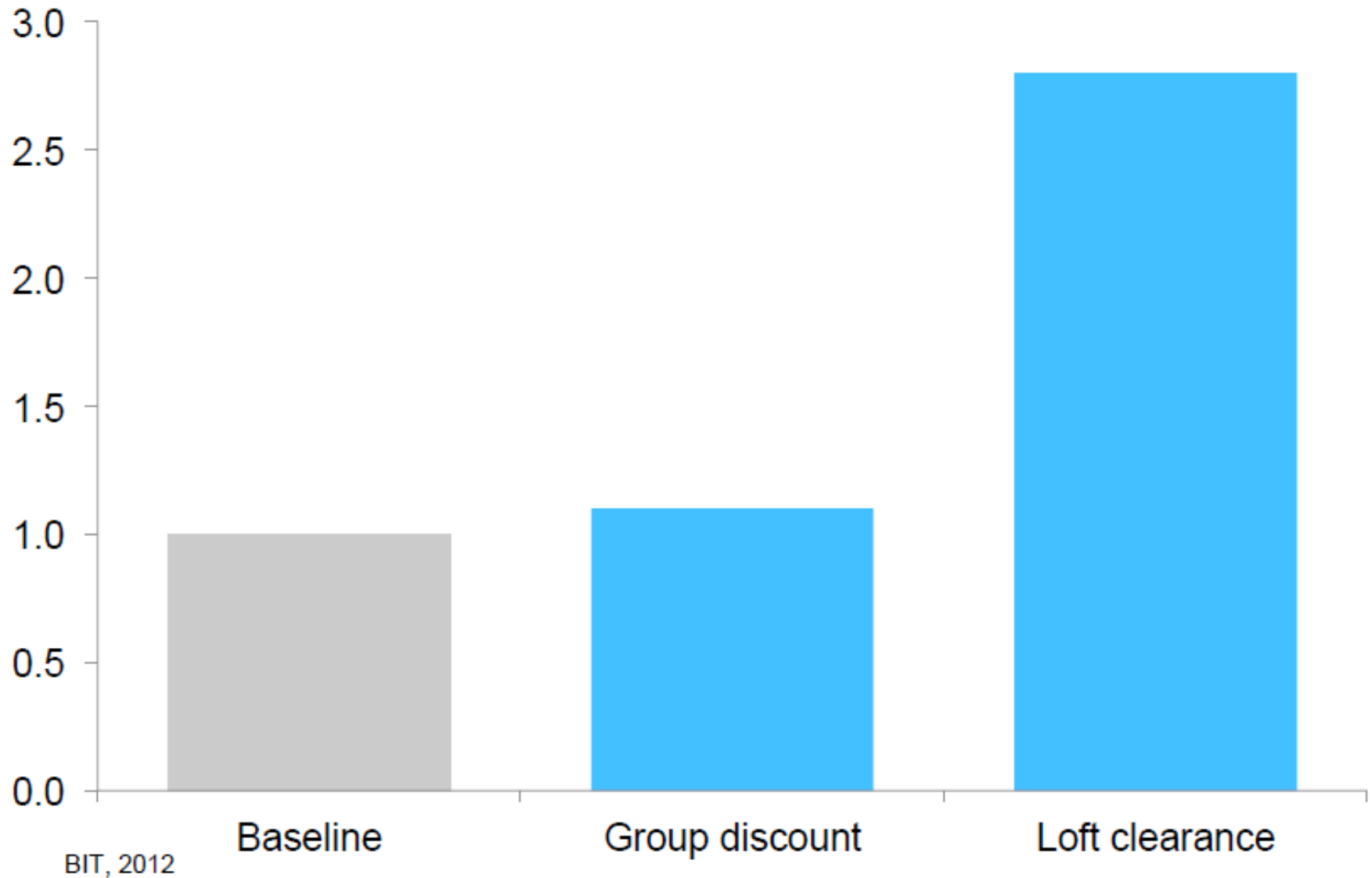


UNCLASSIFIED

Source: Behavioural Insights Team (UK)

Increasing take up of loft insulation

Loft insulation relative to baseline



Source: Behavioural Insights Team (UK)

We are developing a methodology based on understanding 'what works'

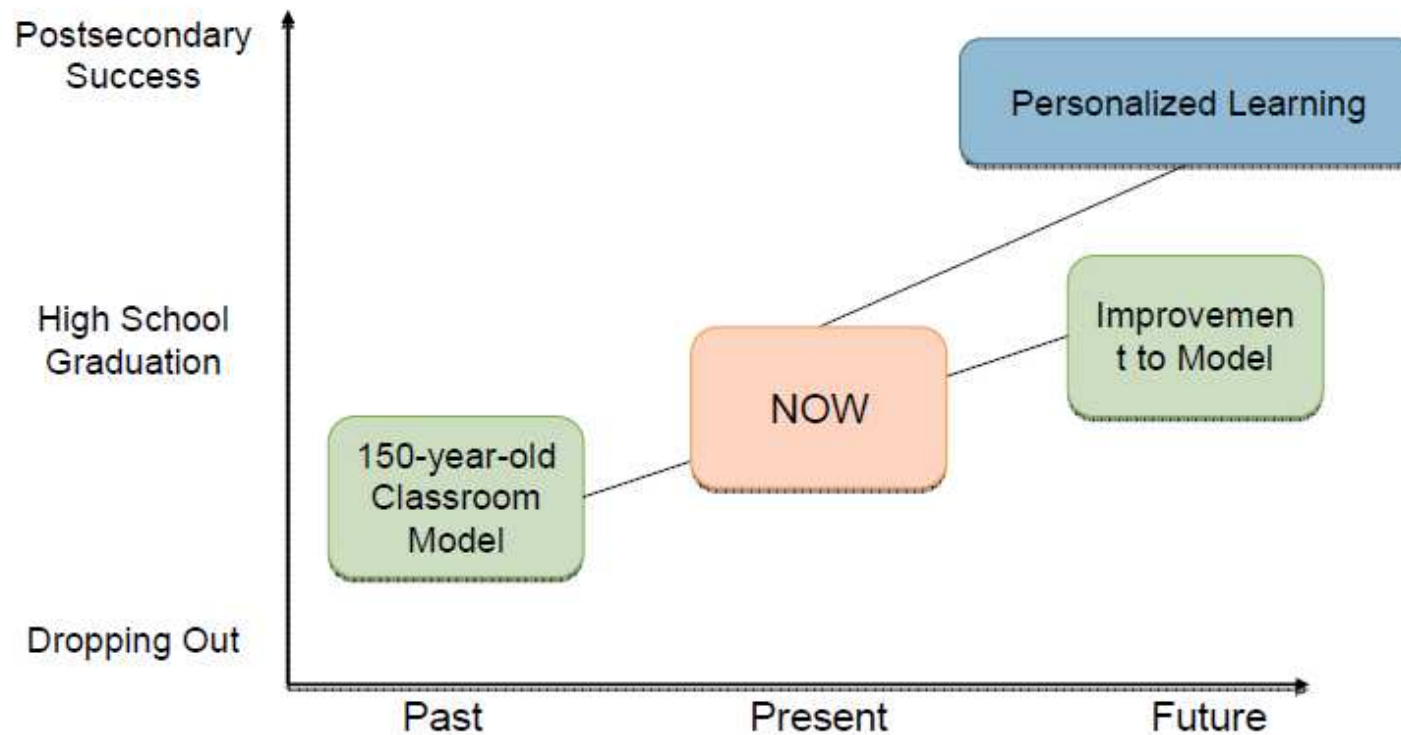
Test; Learn; Adapt

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iZone

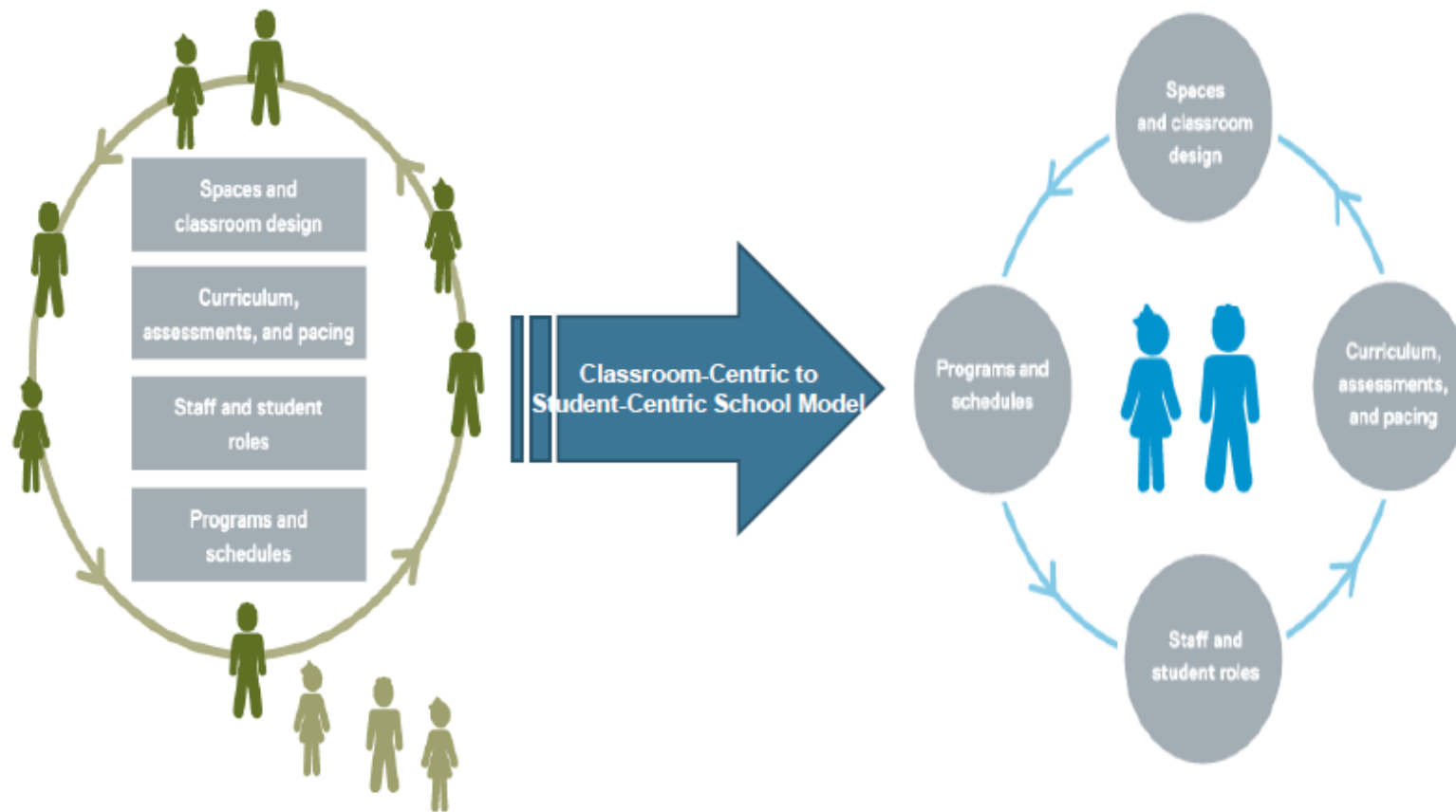
New York City Department of Education (US)

Phase 3: Innovation



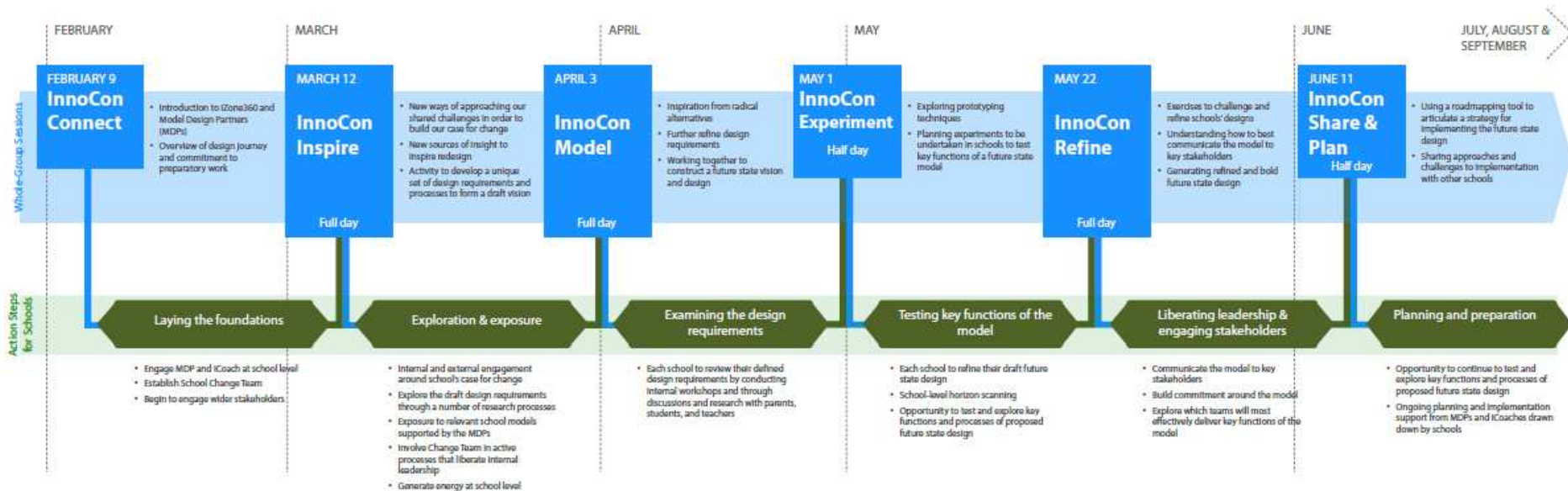
Our Mission

The iZone promotes innovation and supports personalized, student-centered designs to move from an incremental progress to significant improvement in the numbers of students who are college and career ready.



InnoCon Overview for Schools

iZone360



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Co-creation

MindLab (DK)



SKATTEMINISTERIET

MindLab:
Co-creating to
tackle wicked
problems.

About MindLab

Established 2002 in Copenhagen, Denmark

Run by national ministries, currently:

Business & Growth

Employment

Education & Children

The Economy & the Interior

Staff of 10-12

Core staff

Seconded public servants

Board

Top Executives (Permanent Secretaries)

Advisory Board (business, academia)

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Involving citizens is about finding solutions that have a better chance of working for them.

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New mode of knowledge

Professional empathy
Experiencing what citizens experience

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From a "case" to a person with a future



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Different kind of process

Rehearsing the future
Redesigning interactions with citizens

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The leadership challenge

“My staff don’t question the new insights we gained from involving citizens. But they question the consequences for our organization”.

Head of Division
Danish Ministry

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LEADING PUBLIC SECTOR INNOVATION

Co-creating for a better society



CHRISTIAN BASON

Policy Press, 2010

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christianbason

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