

# Workshop 3: “Public Sector Reform: How can data be used to support the objectives of public administrations and foster more integrated working and management models?”

Facilitated by Steve Harding

**BETTER**

*Stimulating regional innovation through better e-government services*



# Purpose of session

Give an overview of drivers in the external environment

Current economic and social models/paradigms

Introduce “design thinking” as a way of stimulating innovation chains

Share some examples with data as a focus

Share early prototype ideas from partners – a key step in design thinking

Feedback from partners in the Workshop on your prototypes

Share these ideas to take forward within the project at partner level - seek synergies between partners

# Why Design thinking?

- Complex world – voice of the user gives insights into needs
- Issues are inter related – different sectors and experts to input
- Process itself is inclusive – equal input of ideas, co-design shared solutions
- Reduces risk – prototypes can be developed and tested quickly and lessons learnt



# External environment and culture

- GDP or not to GDP? – Doughnut economics, Kate Rowlett
- Green economics – Nicholas Stern
- Equality – social capital approaches
- Millennials & generation Z - Individuality and meaning through work
- Role of government in economic development  
Localism
- Cultural perspectives in organisations – Edgar Schein



# Economic models

- Doughnut economics - Raworth
- Birmingham example – Food – focus on one aspect as a “lens” to explore and impact on policy. A proxy for wider issues

How through technology can we help food banks manage flow and demand?

- Climate change – quick wins post Covid ?

Retrofitting buildings, cyclists pedestrians, broadband trenches, electric charging network points, greening spaces

- Transport

How to reduce CO2 pollution and focus on city development – Milan example

- Refocus on office v working from home- what new spaces will we need to support innovation



# Design Thinking

- Empathise
- Define the problem
- Ideate – brainstorm
- Prototype
- Test



# Design Thinking advocates

- Amsterdam – WAAG Foundation
- Stanford d School
- Design for Europe
- Danish Design Centre
- Politecnico di Milano



# New ways of looking

- Cross Innovation

*A process by which creative industries share information, collaborate and work with other sectors to generate new thinking*

- STEAM – transition labs

*Where the analytical aspects of science combines with Creative thinking in the arts*



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# Challenge events in Design Thinking

- Roles
- Stakeholder Group to work out the topic
- Facilitator
- Champion
- Brainstorming activities
- Grouping the key challenges
- Prioritising – agreeing which ones to take forward
- **Prototyping** and testing ideas
- Feedback with stakeholder group
- Roll out



# Exercise 1 and Exercise 2

## Some ground rules for our Workshop

- Equality of input
- Its ok to say “I don’t know, but I will seek to find out”
- Be humble
- How might we...?
- Appreciative Enquiry – build from what works and where we can agree
- Think about the users of the idea – how might they become involved?

# Prototyping ideas – Exercise one

- Share one or two early stage ideas you have in BETTER  
These are from the discussions we've had in our Stakeholder Groups
- 5 minutes each partner on **what** the idea is, **why** its needed, **when** it can be done and **how** it can be implemented
- Partners seek clarification on ideas

# Sharing ideas – Two

- Feedback from workshop on partner ideas – early impressions
- Synergies – are partners tackling issues with common factors?
- Relate ideas to TE 1 and TE2 and the input this week from TE 3 Workshops 1 & 2
- How can we work together in BETTER to progress these early stage ideas?
- Next steps – Partner level
- Refining the prototypes with our Stakeholder Groups
- Testing prototypes in the project – early impressions of how this can happen

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# Selected References – Tools and case studies

Design for Europe – has a wide range of tools and case studies

[www.designforeurope.eu](http://www.designforeurope.eu) look for “Design for public services” a practical guide by NESTA and IDEO

Nine Key Learnings – Danish Design Centre and NESTA

Design thinking resources and tools – d School Stanford <https://dschool.Stanford.edu>

STEAM Incubation and innovation centre [www.steamhouse.org.uk](http://www.steamhouse.org.uk)

Amsterdam case study - Doughnut Economics in Amsterdam City - <https://www.kateraworth.com.amst>

WAAG Technology and Society, a Dutch Foundation - <https://www.waag.org>

Milan case study - The Guardian <https://www.theguardian.com> – “Milan announces ambitious scheme to reduce car use after lock down” Laura Laker 21/4/20

Urban Policy [www.multiplicities.de](http://www.multiplicities.de)

The Blog has responses from experiences from Berlin, Birmingham and Lisbon in terms of ur action

# Some useful and inspiring stories

<https://www.youtube.com/watch?v=chXsLtHqfdM>

First 5 minutes of Ernesto Sirolli in terms of design thinking philosophy – “Shut up and Listen!”

<https://www.youtube.com/watch?v=phgjouv0BUA&feature=youtu.be>

How to disagree productively and find common ground – Julia Dhar discusses the “humility of uncertainty”

<https://www.youtube.com/watch?v=6wJaNKIALLw>

Edgar Schein talks about “humble leadership”, the importance of organisational culture and how to “give real help faster” as illustrated in Humble Consulting. It’s an hour long session given at Google HQ.