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Policy for Design Design for Policy



Design 4 Innovation

Interreg Europe



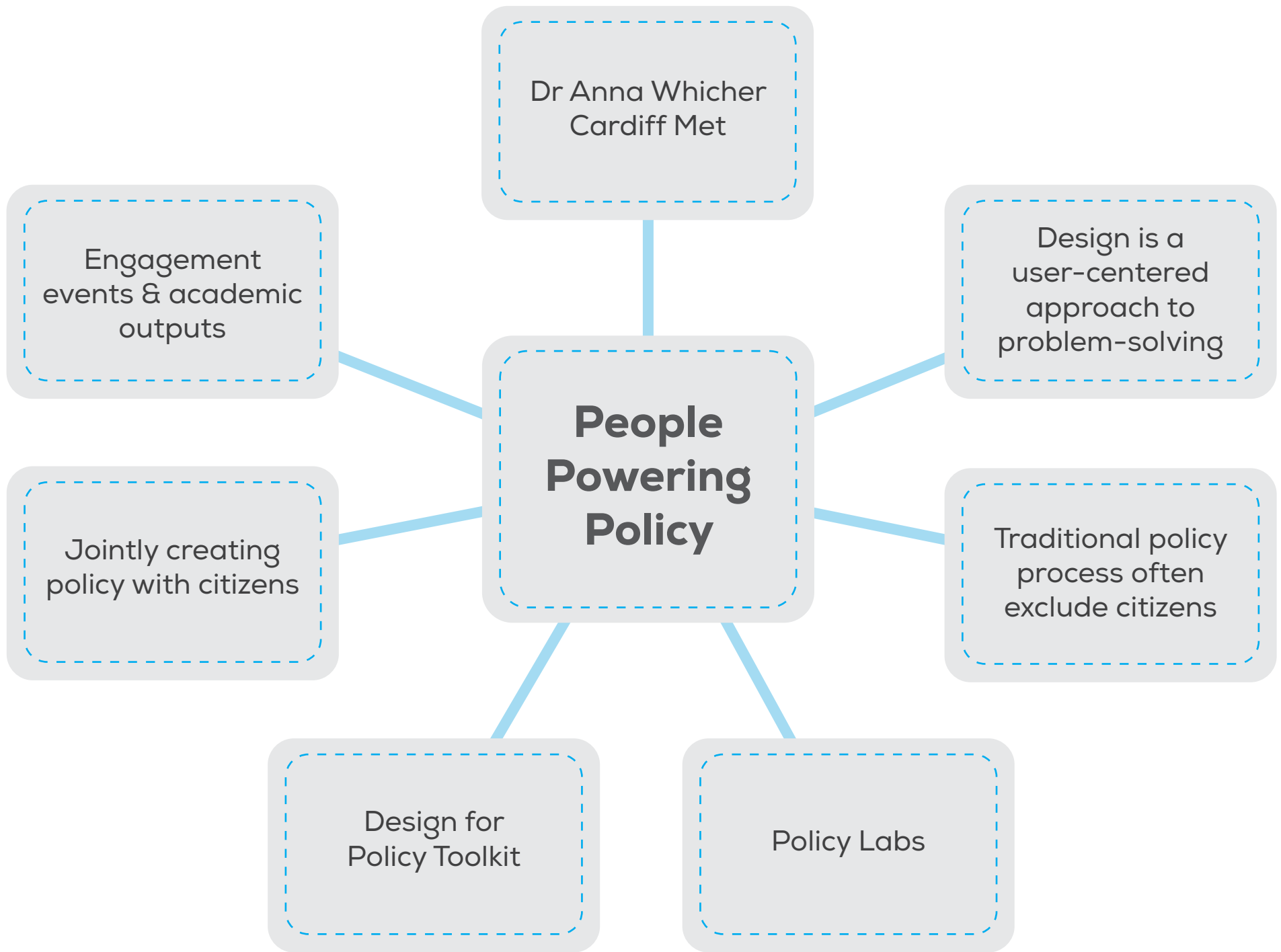
European Union
European Regional
Development Fund

DESIGN ACTION PLAN

—

People Powering Policy

The project aims to identify if, where and how design research might enhance policy-making through greater citizen involvement.



The toolkit will be developed with Cabinet Office Policy Lab, HMRC Policy Lab, Welsh Government Innovation Team and Northern Ireland Innovation Lab.



Design for Policy



Public policy – is applied problem-solving formulated in the name of public demand.

Policy design is applied, creative problem-solving engaging users and stakeholders at multiple stages of the policy process.

MAP OF POLICY LABS IN EU MEMBER STATES

JUNE 2016

AUSTRIA

- GovLab Austria, Vienna ◆

DENMARK

- Copenhagen Solutions Lab, Copenhagen ■
- MindLab, Copenhagen ◆
- Odense City Council, Odense ■
- Roskilde City Council, Roskilde ▲
- Sundhedsinnovation sjælland, Roskilde ▲

FINLAND

- Lahti Future Lab, Lahti ◆
- Sitra, Helsinki ◆

FRANCE

- Bretagne Créative, Brest ■
- DILAB, Paris ◆
- Direction de la prospective et du dialogue public, Lyon ▲
- Direction prospective, Nantes ▲
- Les Entrepreneurs Albert-Kahn, Boulogne-Billancourt ▲
- Equipe d'innovation publique, Nantes ◆
- Fabrique de l'Hospitalité, Strasbourg ◆
- Fonds d'expérimentation pour la jeunesse, Paris ◆
- IGN Fab, Saint Mandé ◆
- Lab edc, Paris ◆
- Lab Pôle Emploi, Paris ◆
- Le LABO d'innovation publique / Région Alsace Champagne-Ardenne Lorraine, Chalons en Champagne ◆
- LaE06, Nice ▲
- Labo2, Nîmes ■
- Le Labo, Marseille ◆
- Mission innovation du Val d'Oise, Cergy-Pontoise ▲
- Futurs Publics (SGMAP), Paris ◆

GREECE

- European Projects Information Center, Policy Simulation Research Lab, Athens ◆
- UNHCR Better Shelter Unit (Refugee Housing Unit), Athens ◆

IRELAND

- The Studio, Dublin ■

ITALY

- Co Battipaglia, Battipaglia ■
- Design Policy Lab, Milan ◆
- Co Mantova, Mantova ■

NETHERLANDS

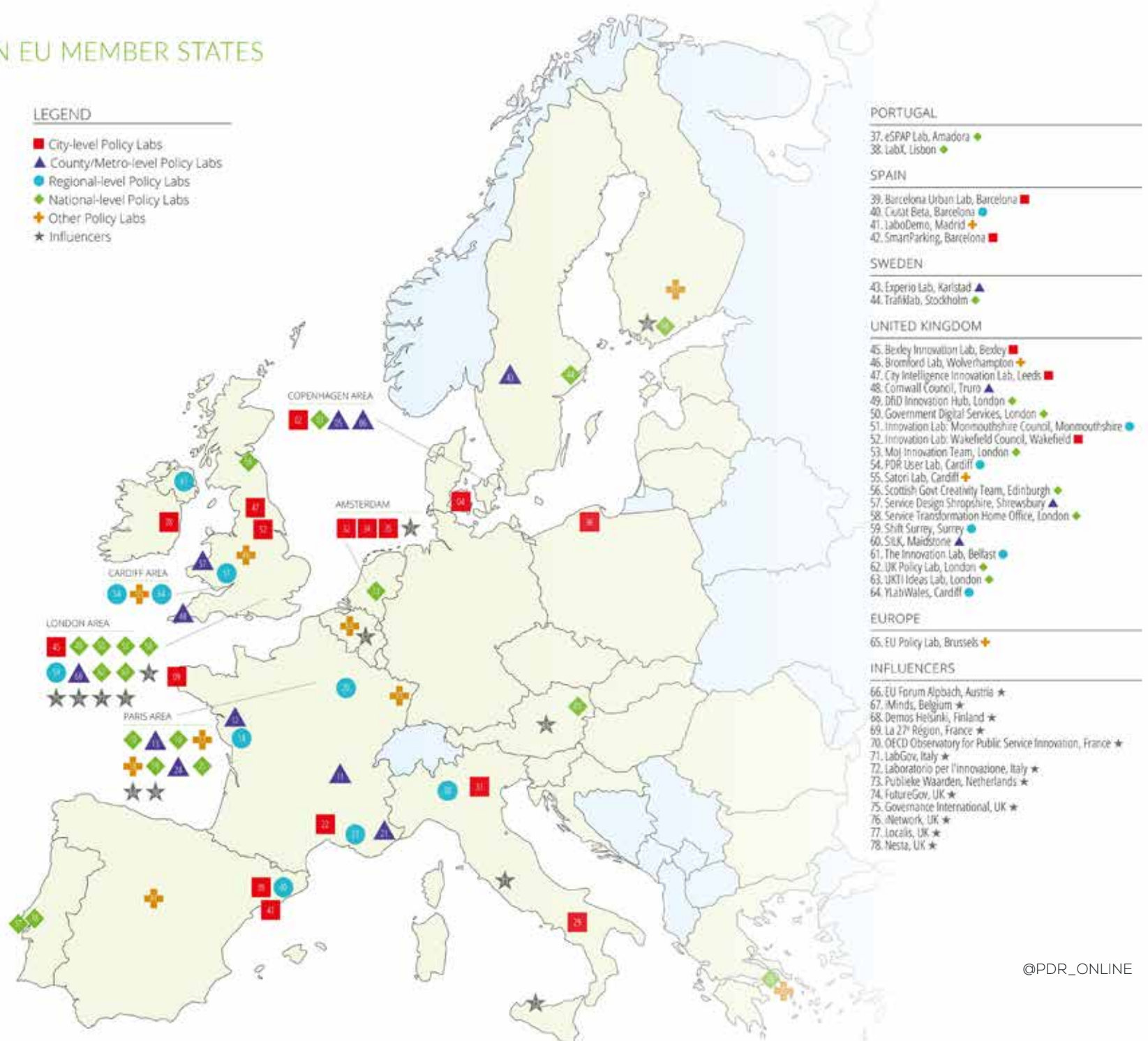
- Kennisland, Amsterdam ■
- LEF Future Centre, Utrecht ◆
- Waag Society, Amsterdam ■
- Wasted Lab, Amsterdam ■

POLAND

- Gdynia Innovation Centre Design Silesia, Gdynia ■

LEGEND

- City-level Policy Labs
- ▲ County/Metro-level Policy Labs
- Regional-level Policy Labs
- ◆ National-level Policy Labs
- ◆ Other Policy Labs
- ★ Influencers



PORTUGAL

- eSPAP Lab, Amadora ◆
- LabX, Lisbon ◆

SPAIN

- Barcelona Urban Lab, Barcelona ■
- Cusat Beta, Barcelona ◆
- laboDemo, Madrid ◆
- SmartParking, Barcelona ■

SWEDEN

- Experio Lab, Karlstad ▲
- TrafikLab, Stockholm ◆

UNITED KINGDOM

- Berkeley Innovation Lab, Bedouy ■
- Bromford Lab, Wolverhampton ◆
- City Intelligence Innovation Lab, Leeds ■
- Comwall Council, Truro ▲
- DFD Innovation Hub, London ◆
- Government Digital Services, London ◆
- Innovation Lab: Monmouthshire Council, Monmouthshire ◆
- Innovation Lab: Wakefield Council, Wakefield ■
- Moj Innovation Team, London ◆
- PDR User Lab, Cardiff ◆
- Satori Lab, Cardiff ◆
- Scottish Govt Creativity Team, Edinburgh ◆
- Service Design Shropshire, Shrewsbury ▲
- Service Transformation Home Office, London ◆
- Shift Surrey, Surrey ◆
- SiLK, Maidstone ▲
- The Innovation Lab, Belfast ◆
- UK Policy Lab, London ◆
- UKTI Ideas Lab, London ◆
- YLabWales, Cardiff ◆

EUROPE

- EU Policy Lab, Brussels ◆

INFLUENCERS

- EU Forum Alpbach, Austria ★
- Minds, Belgium ★
- Demos Helsinki, Finland ★
- La 27 Région, France ★
- OECD Observatory for Public Service Innovation, France ★
- LabGov, Italy ★
- Laboratorio per l'Innovazione, Italy ★
- Publieke Waarden, Netherlands ★
- FutureGov, UK ★
- Governance International, UK ★
- Network, UK ★
- Locals, UK ★
- Nesta, UK ★

Policy Labs are multidisciplinary government teams developing public policies and public services using innovation methods to engage citizens at multiple stages of the development process.



“Let’s forget the McDonald’s vision for Labs.
They are all different depending on the local
culture. There is no blueprint.”

Stephane Vincent, Director, 27e

Policy Labs use a range of methods, including but not limited to:

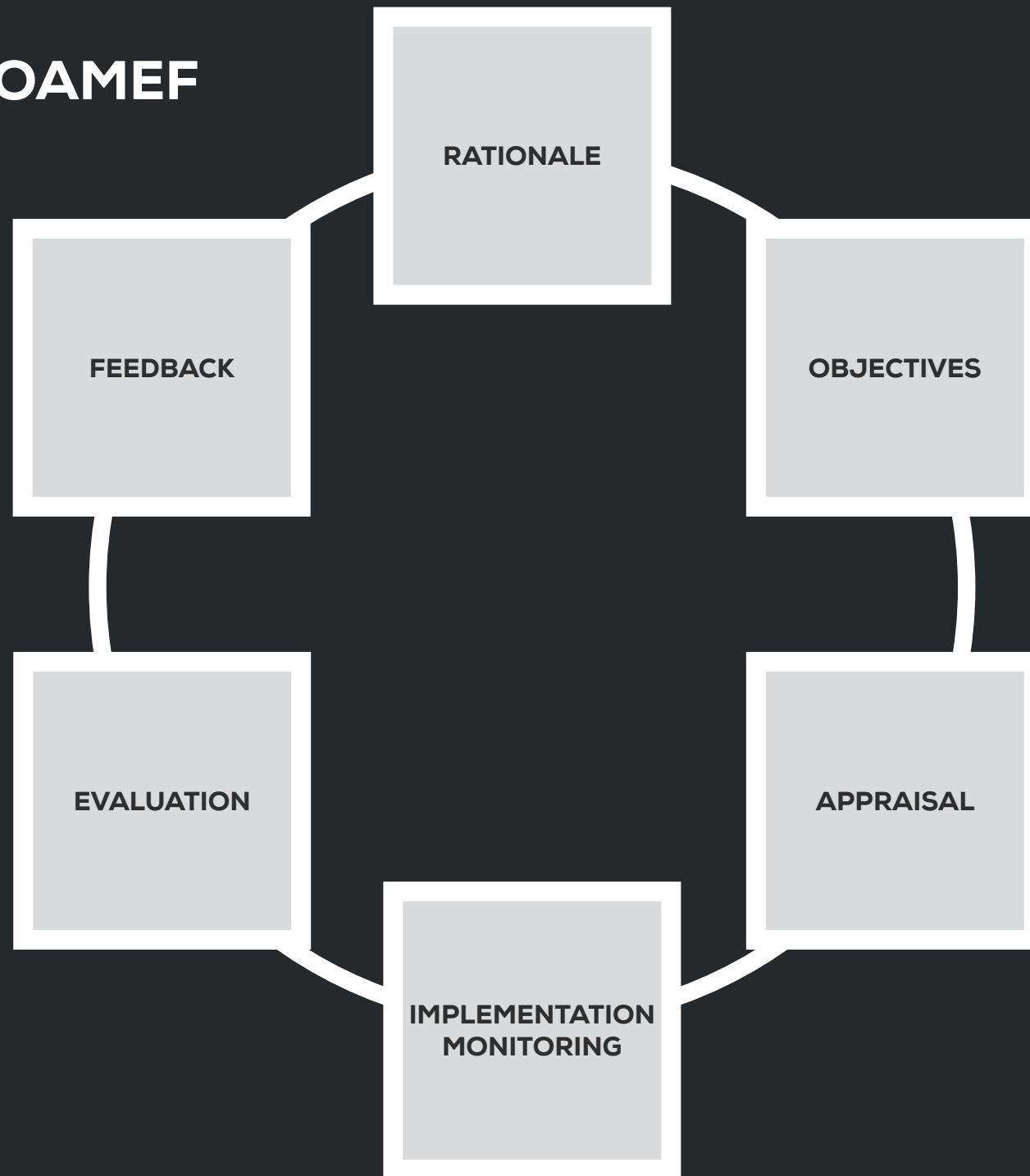
- Design (Service Design, Policy Design, User-centred Design, Design Thinking, etc)
- Behavioural insights/economics
- Randomised control trials
- Data science (Big data, Dynamic systems modelling)
- Digital R&D
- Co-production (Co-creation, Co-design)
- Ethnography
- Nudge/Lean

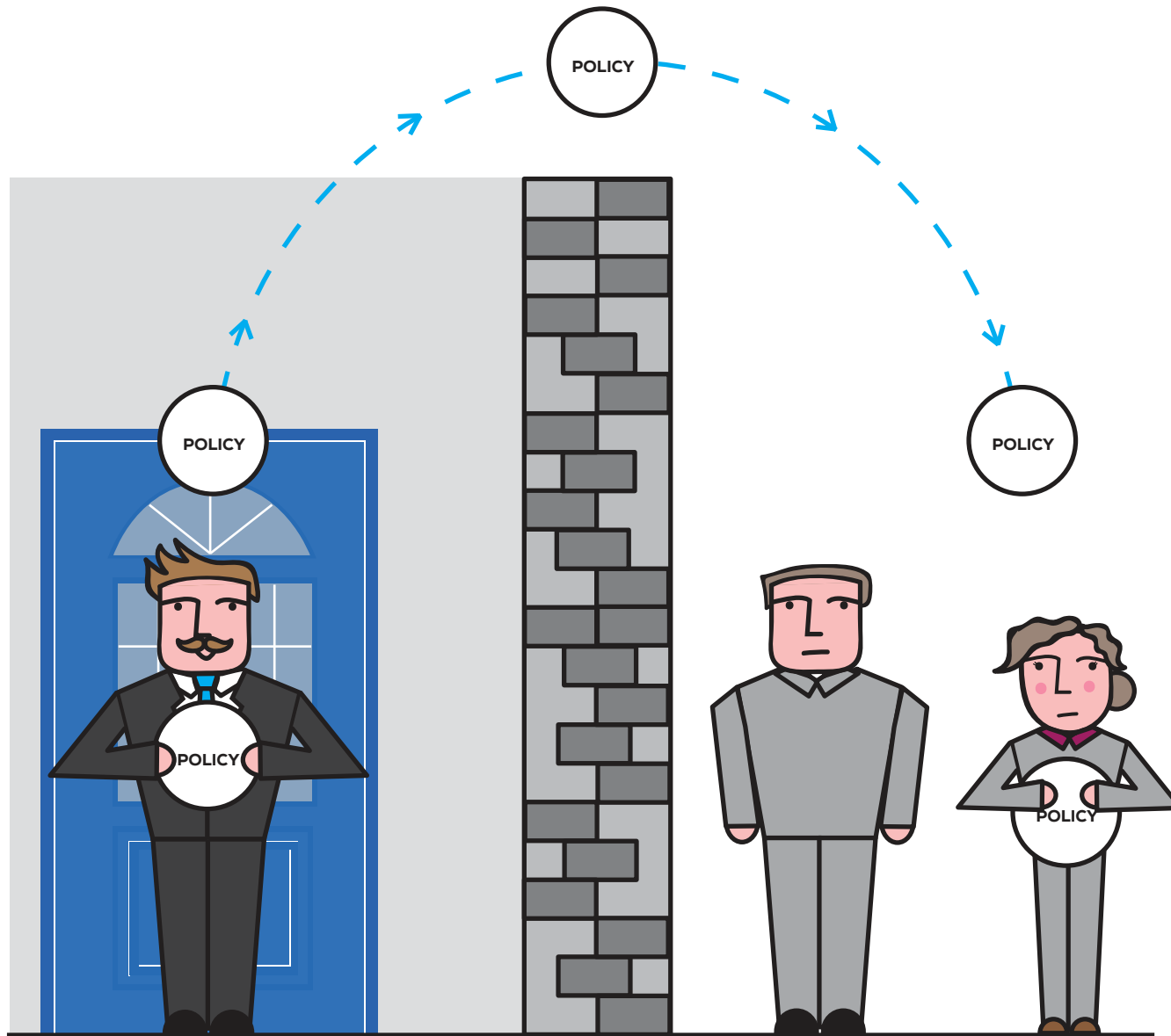
The three dominant approaches are:

- Design, Data, Digital

What is the difference
between a traditional policy
process and a design-led
policy process?

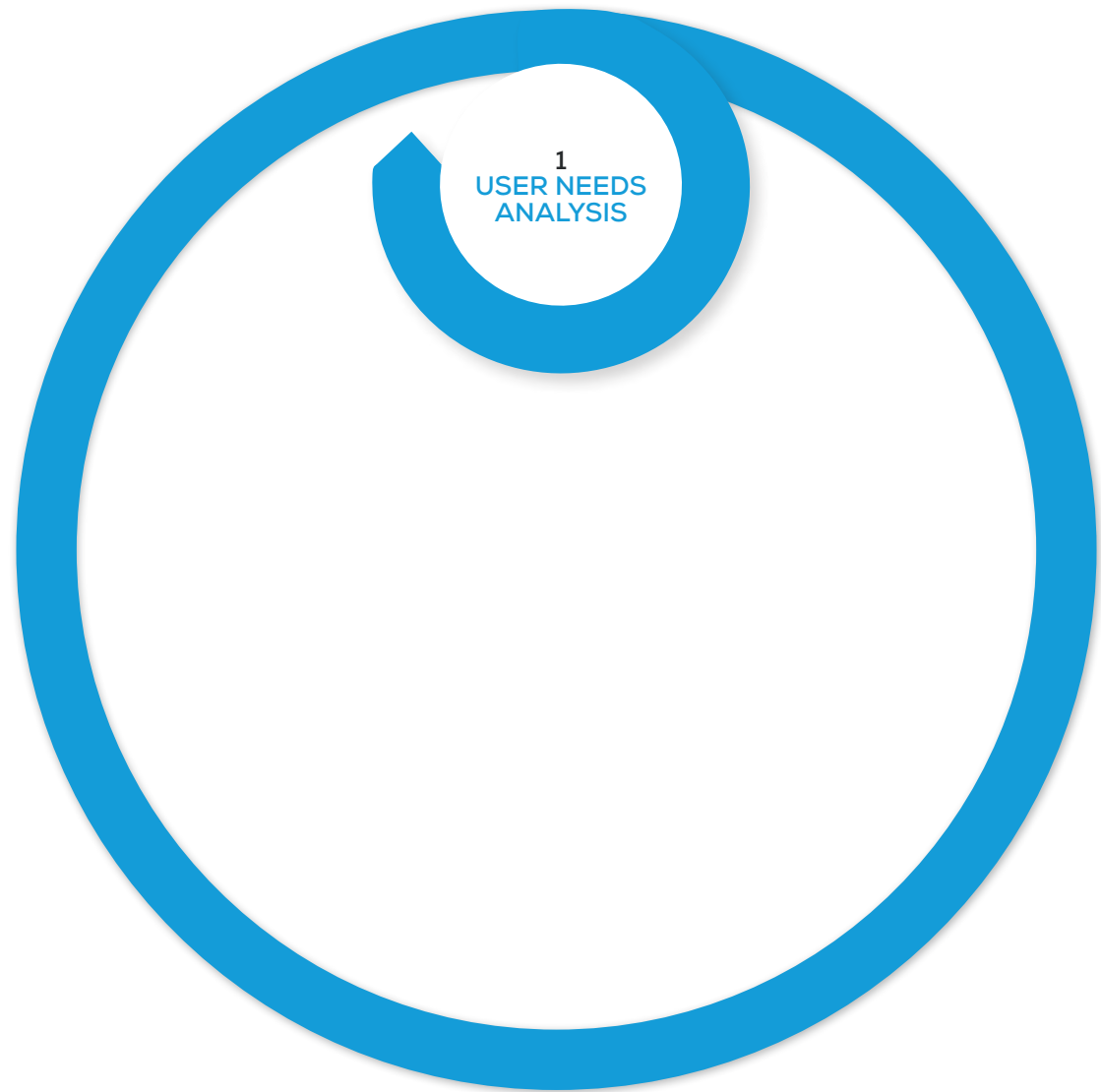
Treasury **ROAMEF**



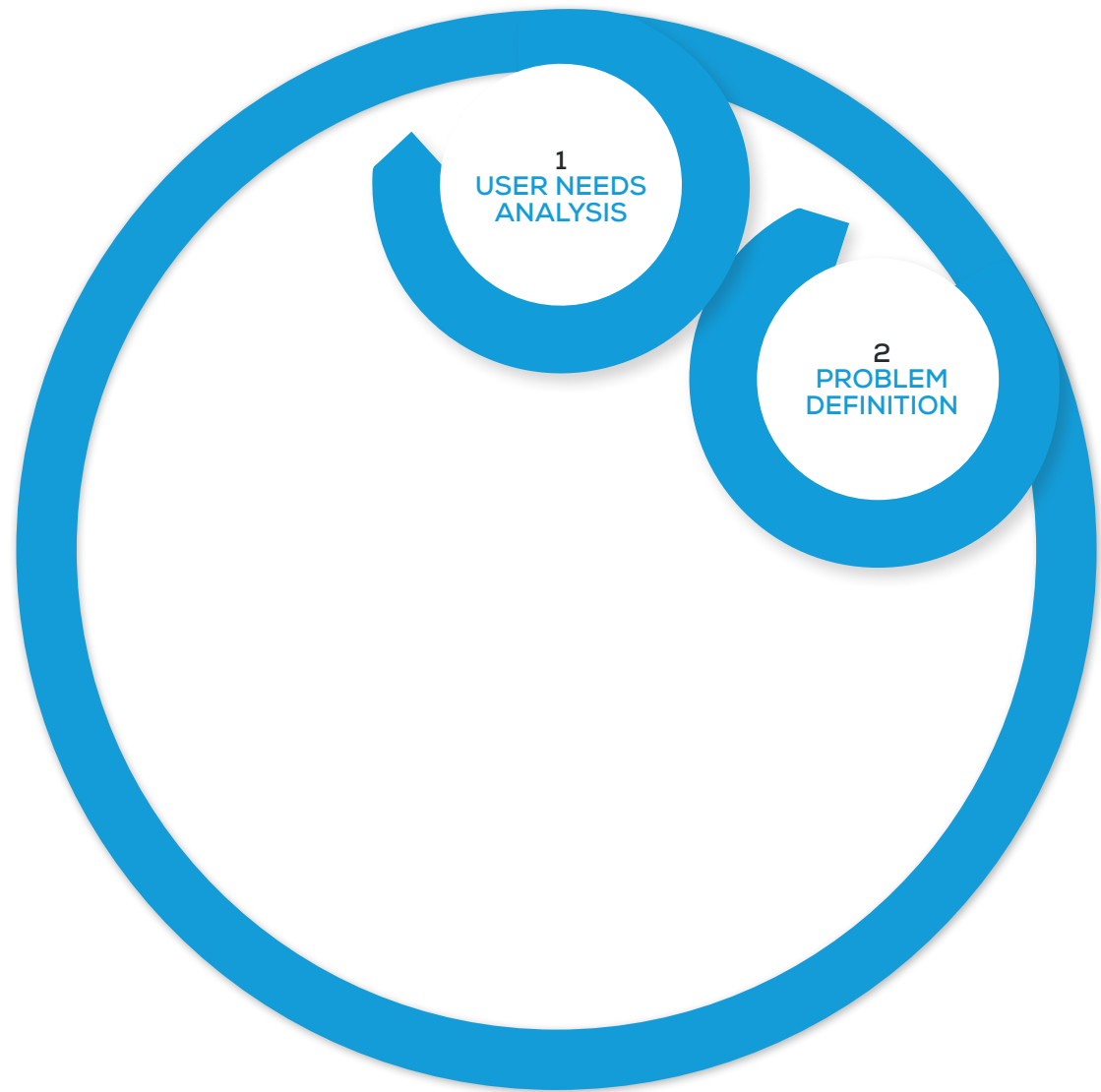


What is the policy
design process?

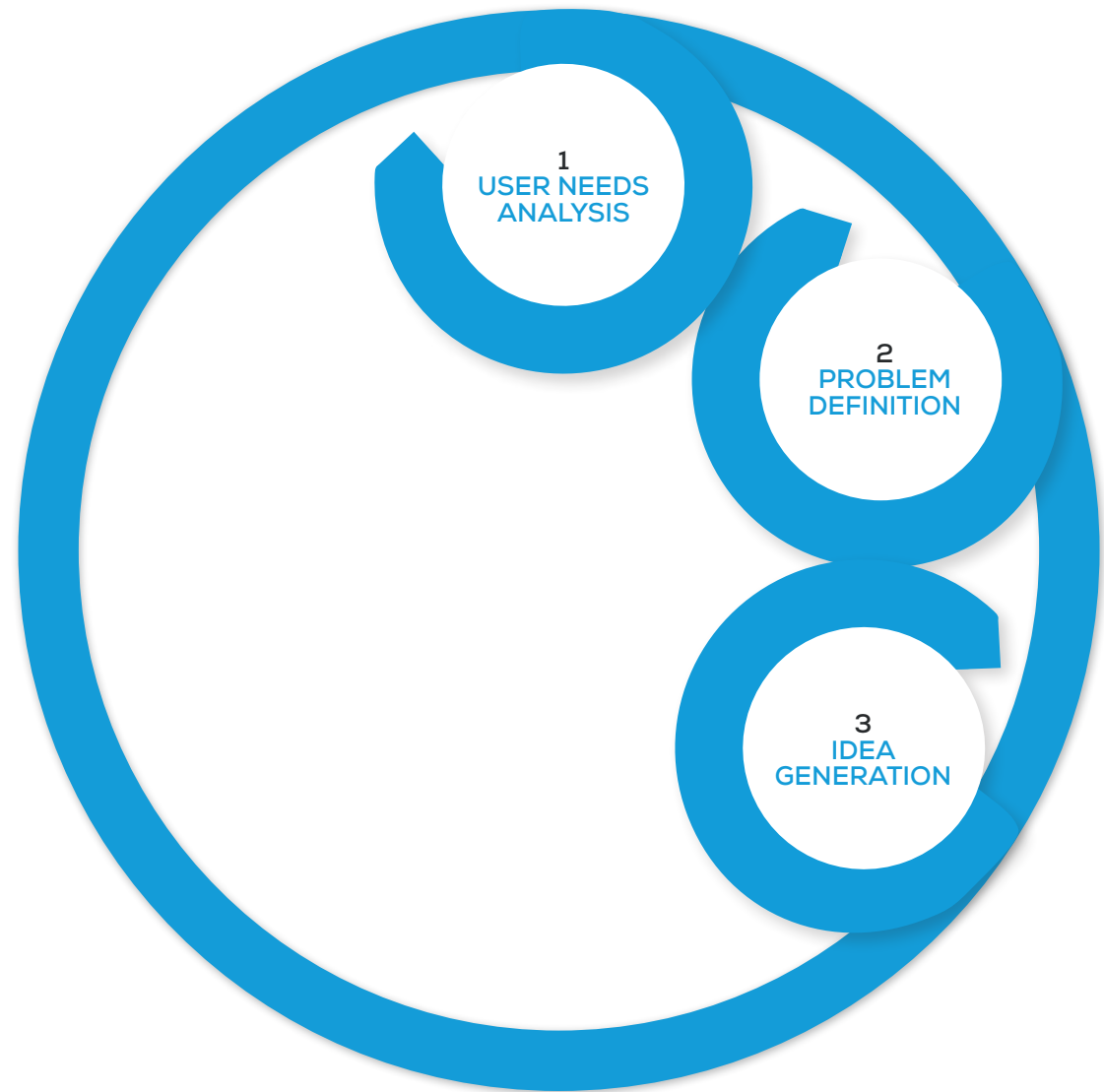
Policy Design Process



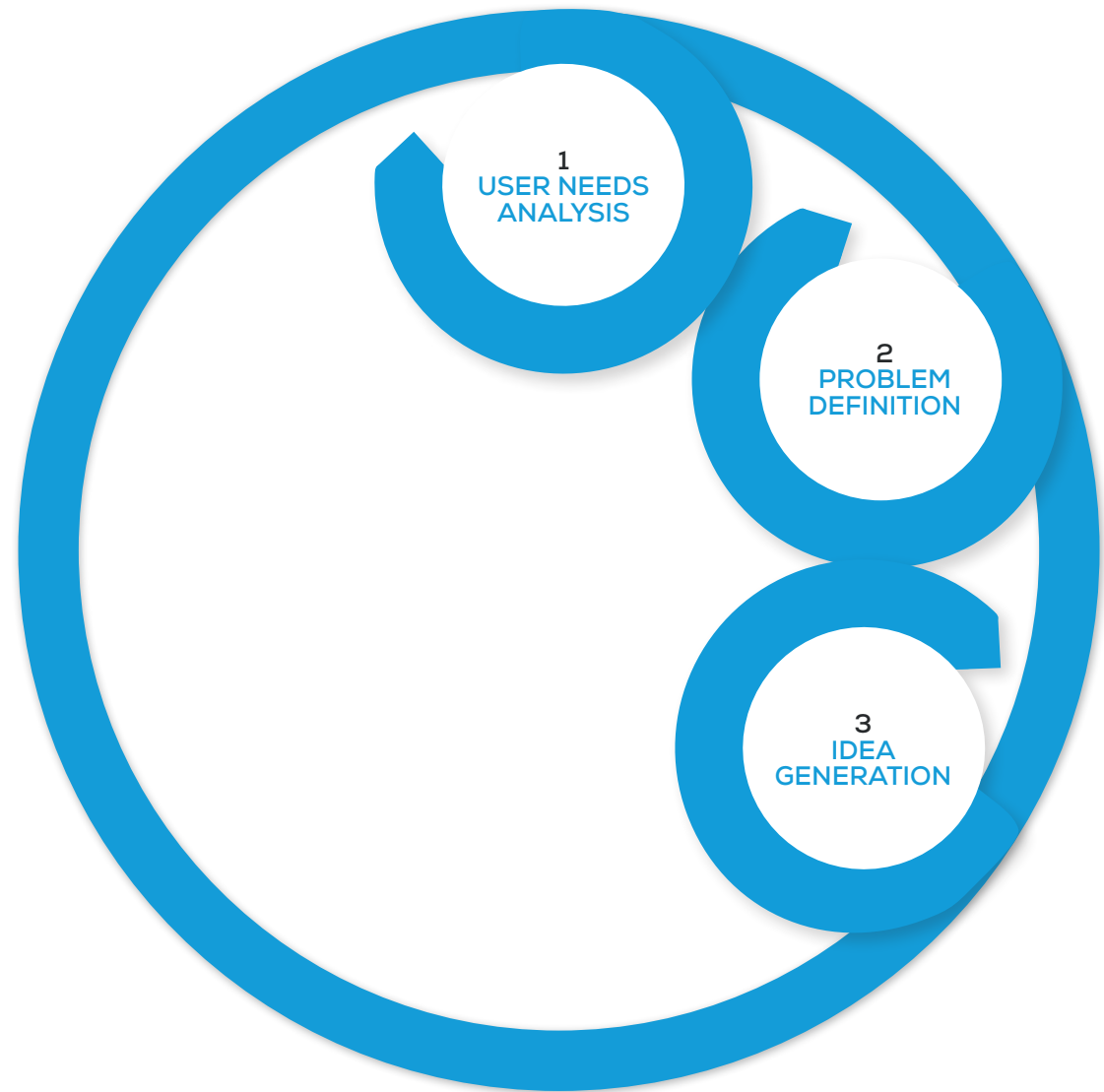
Policy Design Process



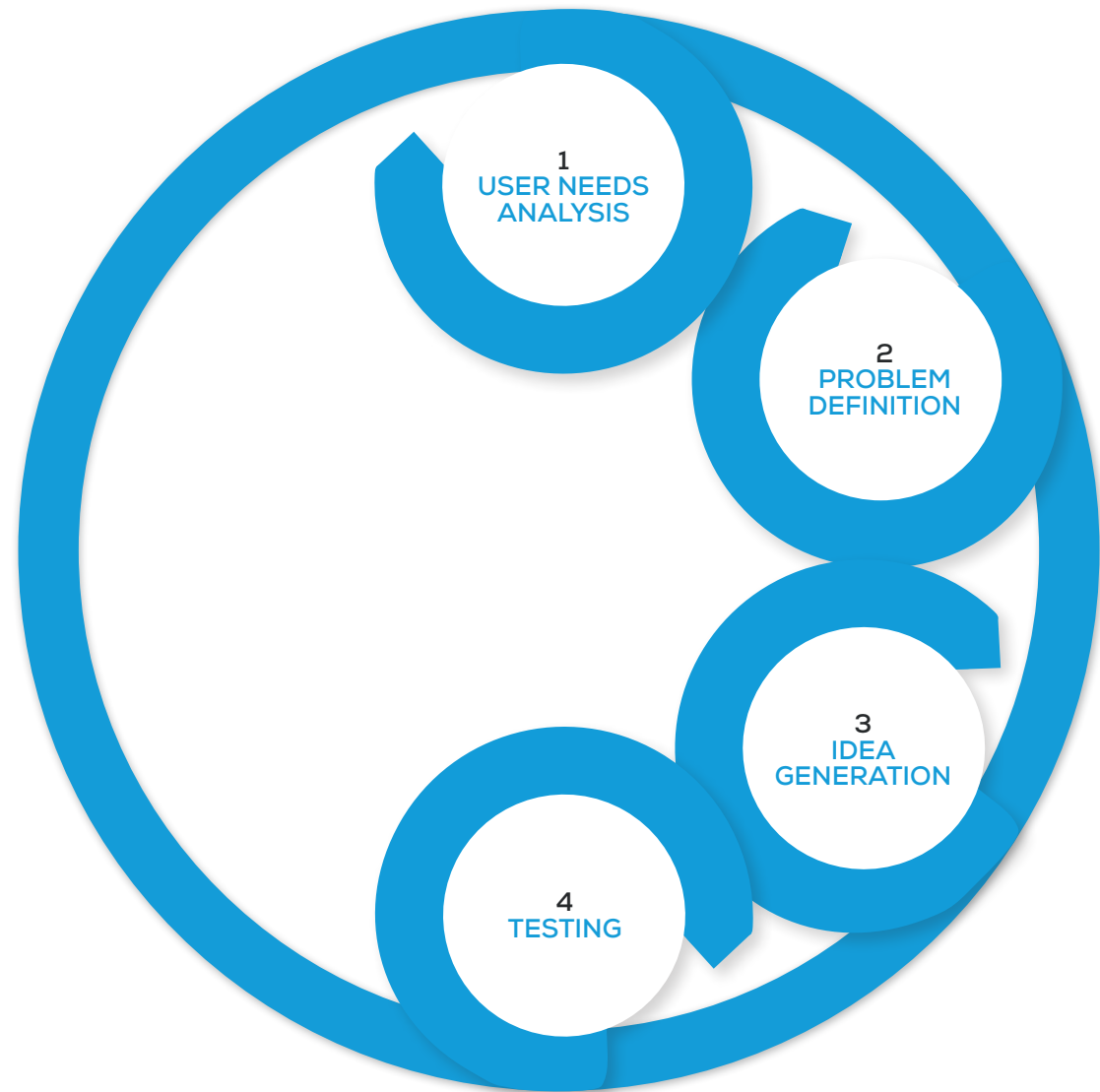
Policy Design Process



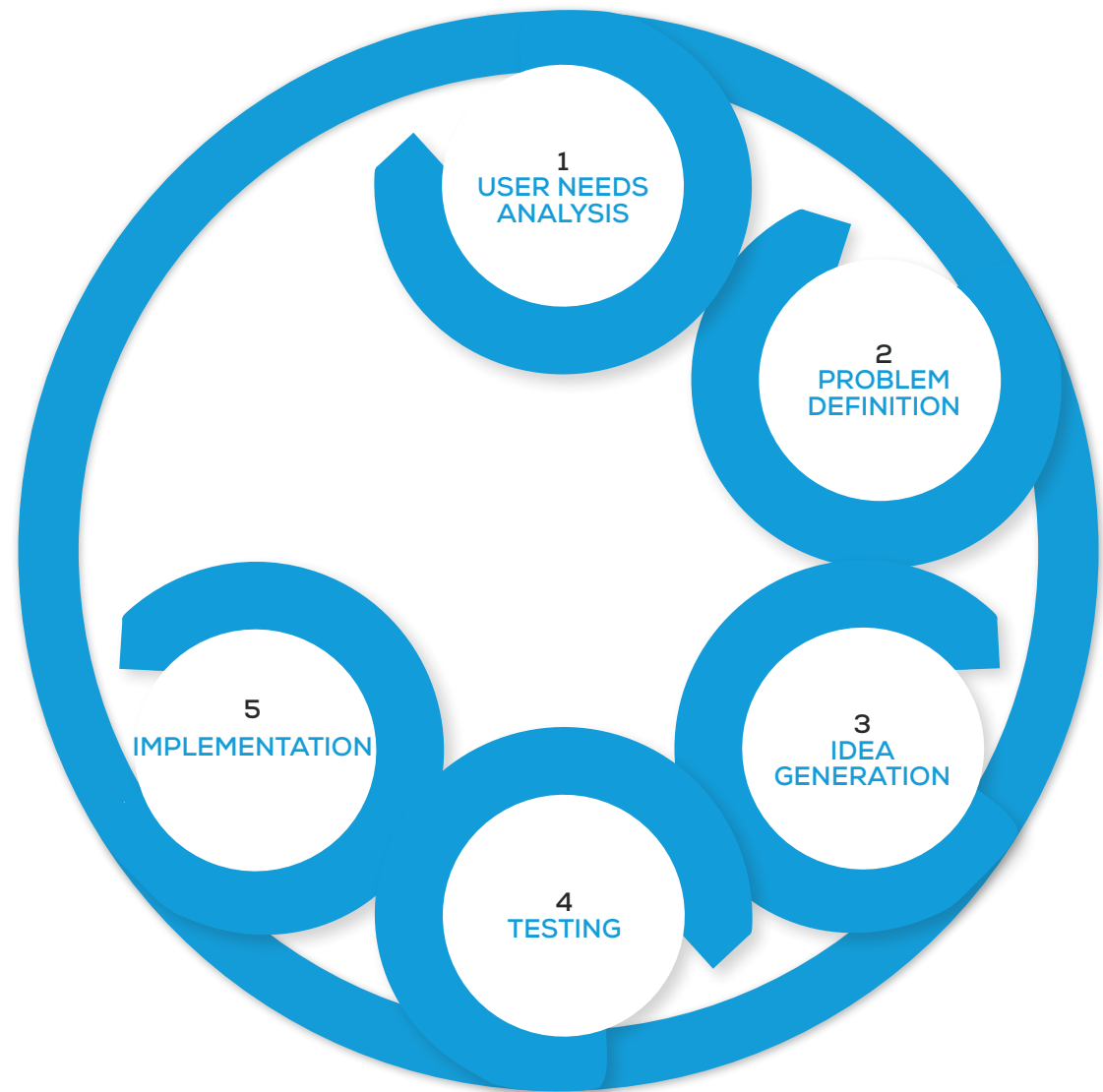
Policy Design Process



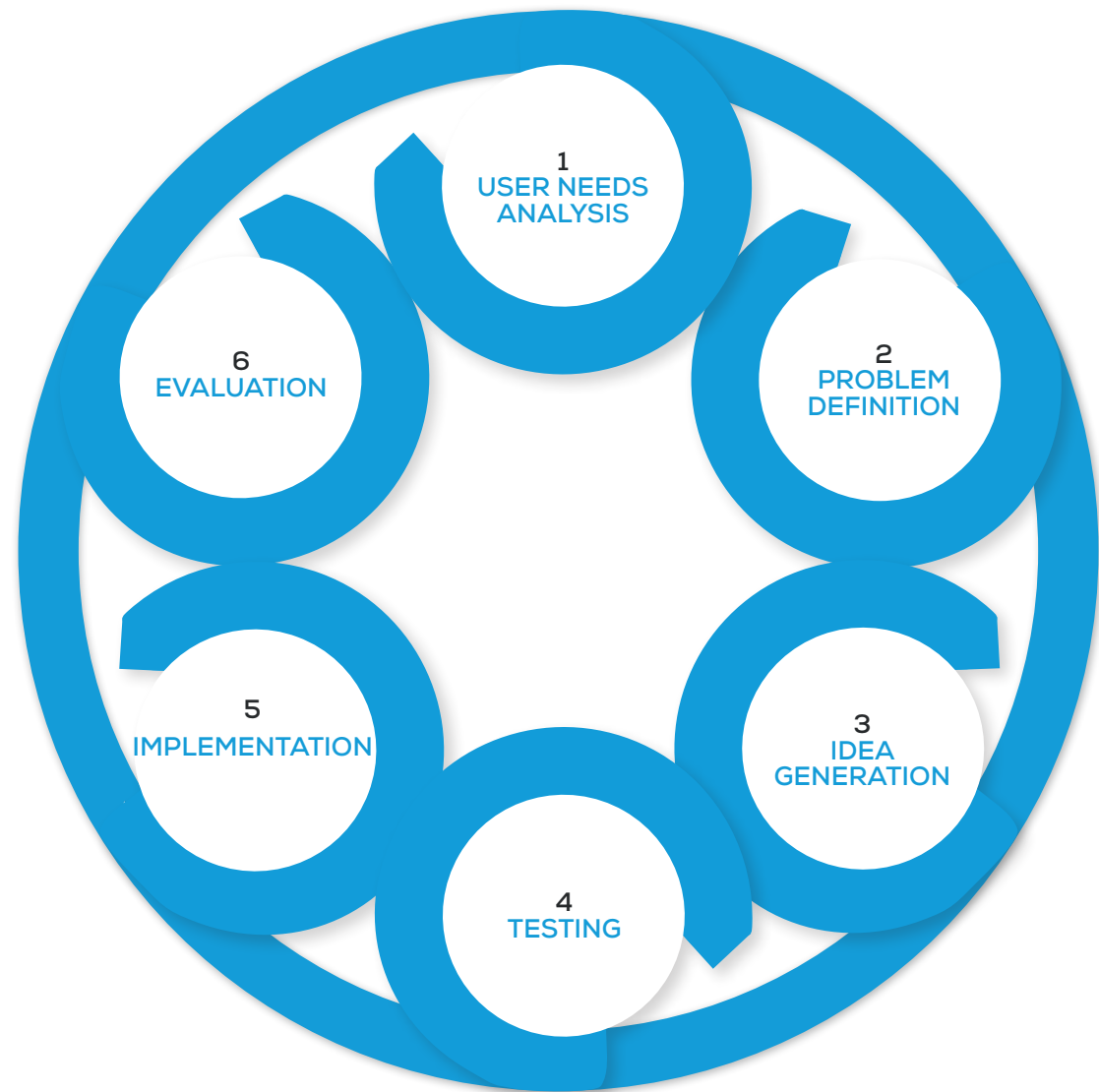
Policy Design Process



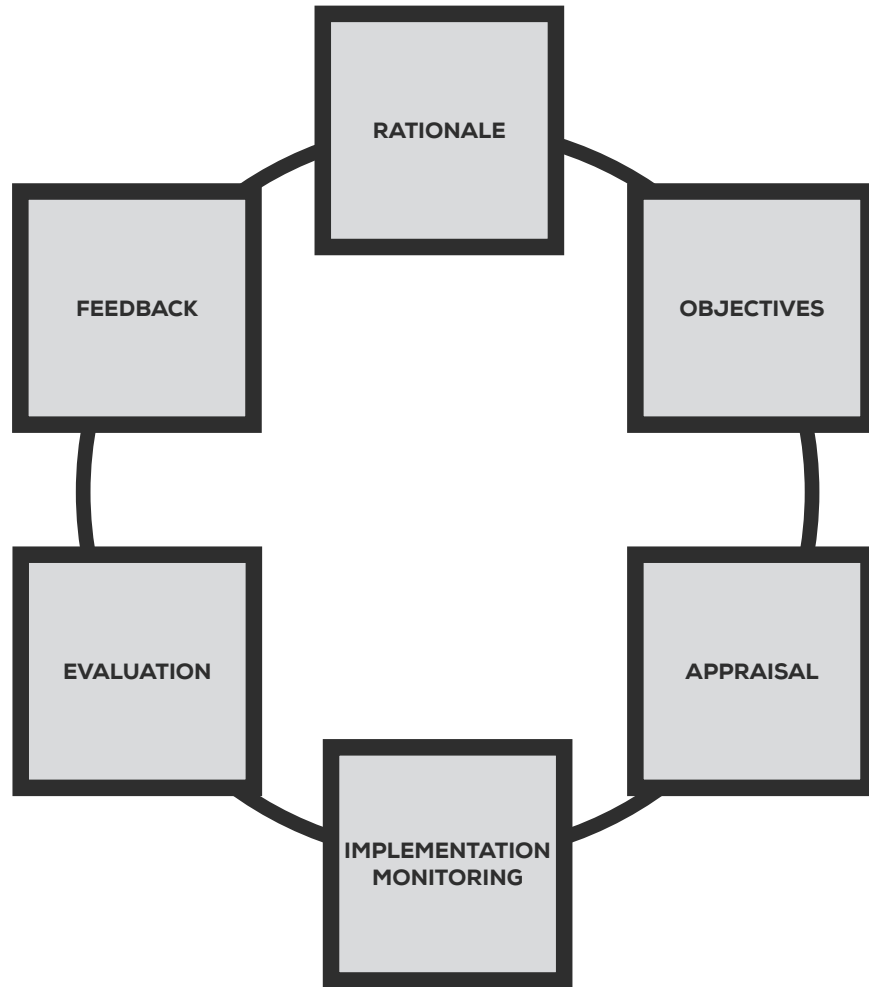
Policy Design Process



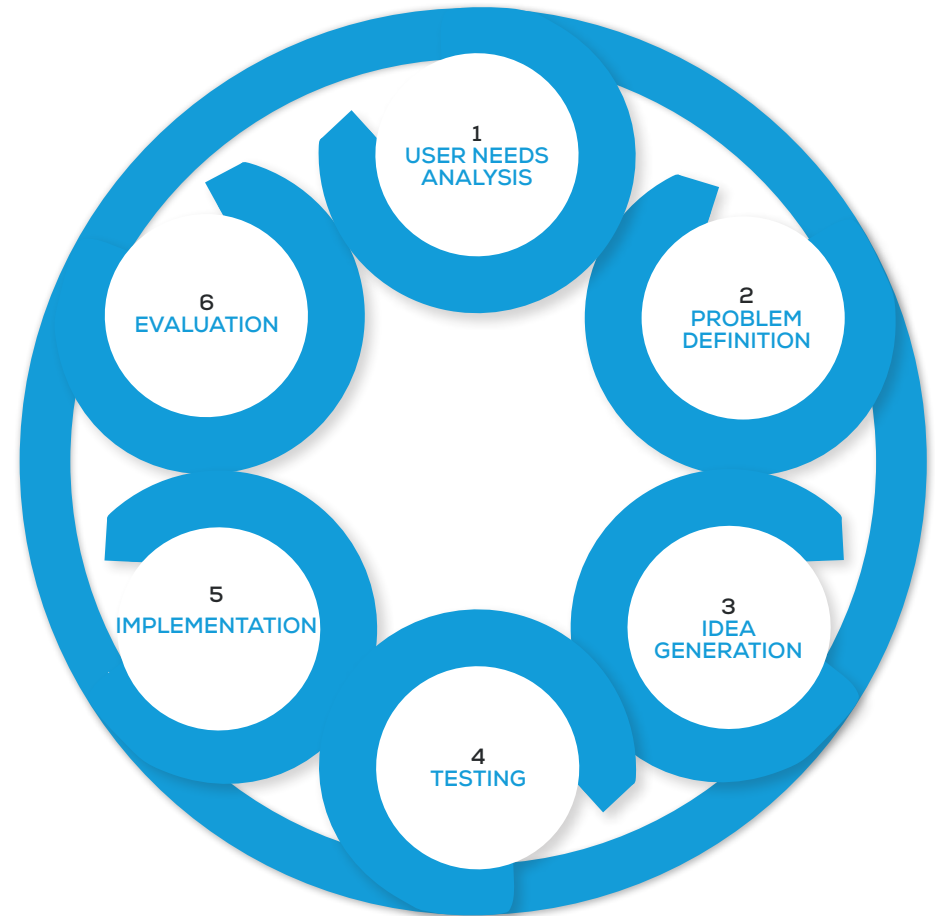
Policy Design Process



Treasury **ROAMEF**



Policy Design Process





Innovation Lab

TOOLS





Policy Mapping

How to use this tool

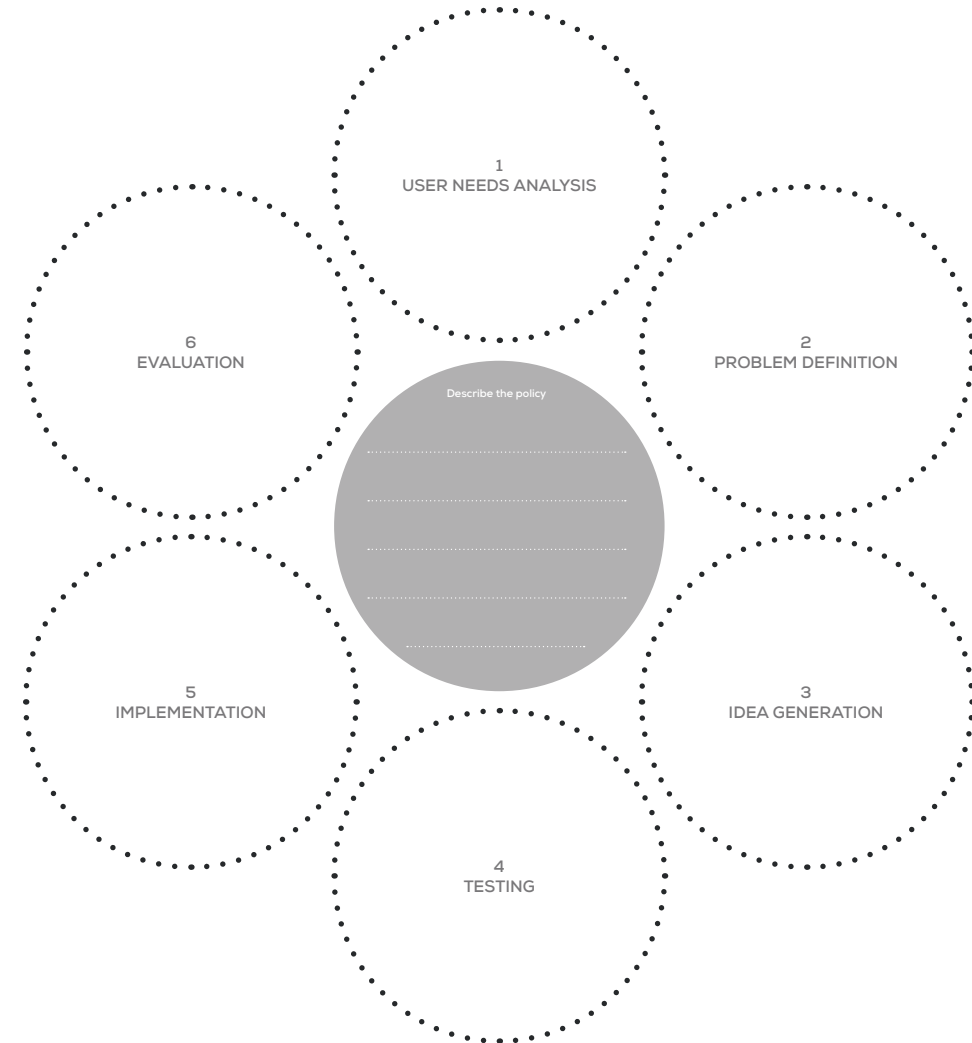
To be completed by the core project team, facilitated by the project lead. Using post-it notes identify what you know has happened at each stage of the policy design process.

When to use this tool

Use this tool to investigate how the policy has been designed at the briefing stage of projects.



Problem Definition
Stakeholder Mapping
Persona
Policy Mapping
User Research Framework



WHAT DOES A

TRADITIONAL POLICY PROCESS

LOOK LIKE?

IMPLEMENTATION

- * BUDGET FIRST
- * START SMALL
- * DOCUMENTS TO EXPLAIN

- * TRAINING
CIVIL SERVANTS
- * DEPUTY / LEAD

WRITING A
TOP DOWN
STRATEGY
2-YEAR PLAN

CONSULT
WITHIN
ORGANIS
+
USERS

WHAT MIGHT A

DESIGN-LED
POLICY
PROCESS

LOOK LIKE?

MAX
FREEDOM

BUT
THE SYSTEM

CONTINUOUS
ADAPTION
OF SCOPE





- GERMANY**
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DRUG-LED
POLISH
REFORMS



Thank you!

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