DESIGN FOR GOVERNMENT

A? Aalto University

Creative *Sustainability*

Today

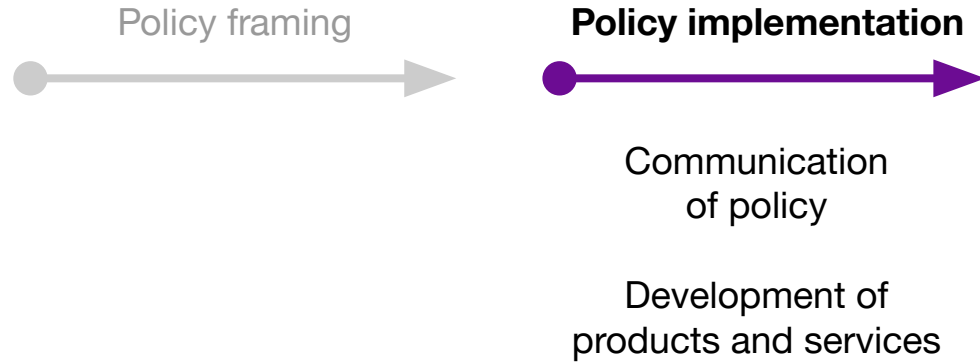| 1	Mon 28 Feb
09:15 - 10:00	**Course introduction** **(Väre F102)**
	Break
10:15 - 11:30	**Cases: "Designers and design in government"** **Katriina Kenttämies, DfG Alumni & Meri Virta, City of Helsinki** (Väre F102)
	Break
11:40 - 12:00	**Splitting into project teams** (Väre F102)
	Lunch Break
13:15 - 15:15	**Teambuilding exercise** (Independent group work)
	Break
15:30 - 16:30	**Supergroup tutorials: Unpack project brief and materials** (Group 1: Väre P210 / Group 2: Väre P310)

10-ECTS advanced studio course with project briefs commissioned by the Finnish government.

– Since 2014, 124 students from 24+ countries, multiple disciplines and universities

– In cooperation with Finnish ministries, public services and other research and policy organisations

– Promote design as an approach for government to address sustainable and systemic change

– Open course, community of practice

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Design in policy making

Policy framing

Policy implementation

Design in policy making

Policy framing

Policy implementation

Communication
of policy

Development of
products and services

Examples of designed policy instruments during COVID-19 in Helsinki city

Port of Helsinki instructions. Image by Port of Helsinki
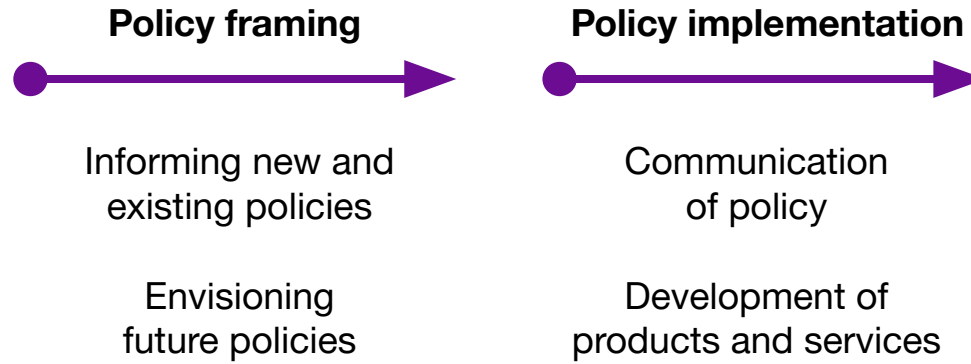
HSL Signage. Image from: www.talouselama.fi/

Image from: Helsinki Website, Covid-19 information

Design in policy making

| Policy framing	Policy implementation
→	→
Informing new and existing policies	Communication of policy
Envisioning future policies	Development of products and services

Adapted from: Junginger, S. (2013). Design and Innovation in the Public Sector:
Matters of Design in Policy-Making and Policy Implementation

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Design in policy making

Policy framing
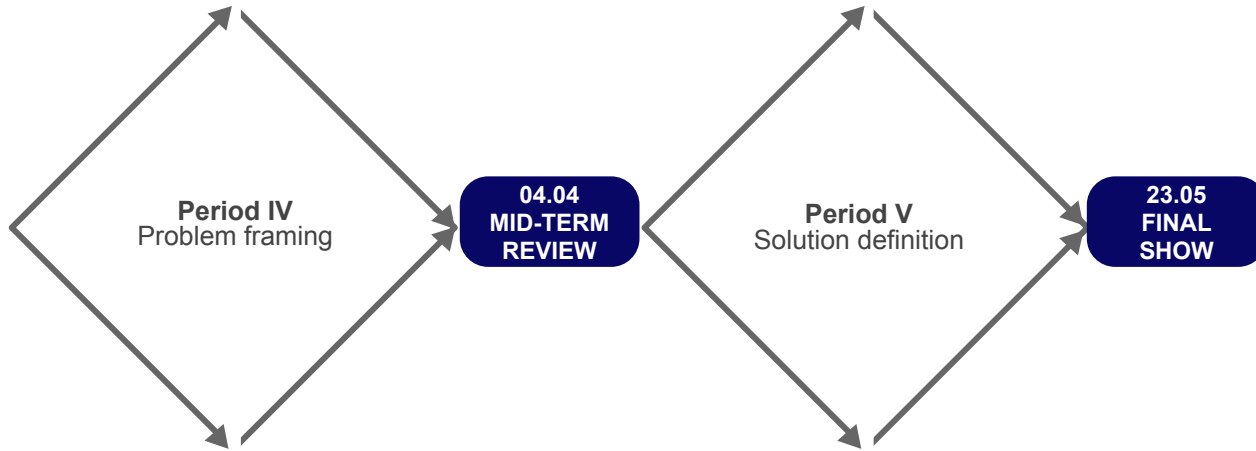
Policy implementation
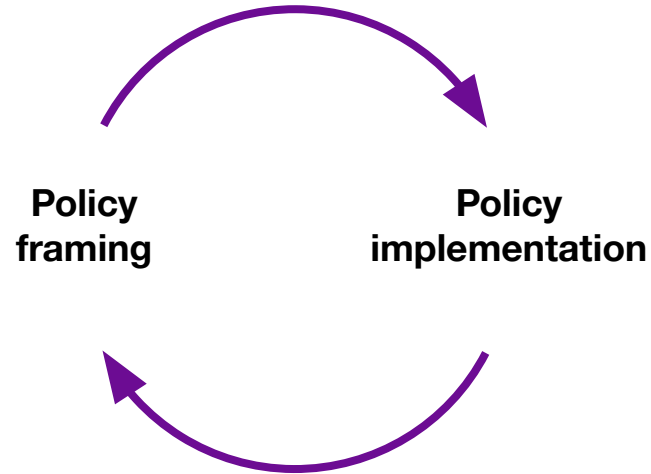
Adapted from: Junginger, S. (2013). Design and Innovation in the Public Sector:
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We apply human-centered approaches to identify stakeholder needs, systems approaches to analyze the wider context of policies, and behavioural insight to identify and design relevant solutions.

HUMAN-CENTERED PERSPECTIVE

SYSTEMS PERSPECTIVE

MID-TERM REVIEW

DESIGN INTERVENTION

PROPOSALS
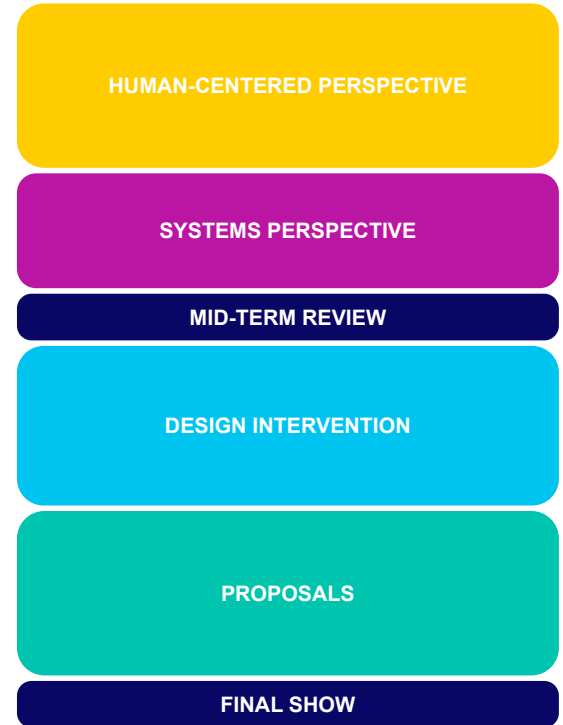
FINAL SHOW

Course structure

Period IV
Problem framing

04.04
MID-TERM
REVIEW

Period V
Solution definition

23.05
FINAL
SHOW

HUMAN-CENTERED PERSPECTIVE

SYSTEMS PERSPECTIVE

04.04 MID-TERM REVIEW

11.04 - 11.04 Period Break

Period V

18.04 Independent study week

DESIGN INTERVENTION

PROPOSALS

23.05 FINAL SHOW

Final report week

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Workload

Readings (not graded)
Mandatory pre-readings that supports the following contact teaching week's lecture, and group-based activities during contact teaching day.

Assignments (not graded)
Mix of contact teaching assignments and independent project activities conducted in your project group. Submissions might be required for feedback.

Blogs + Blog Peer feedback (graded)
The blog is aimed at helping you to document the process and build the final report. Every student will write a total of 1 blog and give feedback to 4 blogs.

Final presentation and Report (graded)
At the end of the course the project group will deliver a final presentation (video & oral) and a project report summarising the design process and project proposal.

Peer feedback "buddy" chains
1A ↔ 2A
1B ↔ 2B
1C ↔ 2C

Evaluation

The final grade is calculated in the following way:

Active participation and contribution to group work: 25%
Blogs: 25%
Final presentation: 25%
Final report: 25%

Rubrics describe the assessment criteria. Please use this as a guidance for your learning and to support the quality of your work.

Contact teaching

80% attendance is mandatory and on-site (unless agreed previously with Núria)

09.15 - 12.00 Interactive lecture [Väre F102]
12.00 - 13.15 Lunch break
13.15 - 15.15 Facilitated hands-on exercises [Väre F102]
15.30 - 17.00 Group Tutorial (30 min. slot) [Group 1: Väre P210 // Group 2: F102 OR Väre P310]

Zoom link (My courses > Home page)
DfG Zoom link
Tutor's Zoom link

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My Courses

Week-by-week pages

Schedule

Assignments

Peer feedback

Updates and announcements

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My Courses

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DfG Web

https://dfg-course.aalto.fi/

Blogs

Proposals > DfG Projects 2014 - 2021

DfG Stories

FB > DfG Alumni , DfG

Julkis-muotoilijat

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This week overview

Background reading

Supergroup round table discussion guide

Fieldwork arrangements

Pre-reading on policy design

Start reading Meadows!

	Contact teaching	Readings	Group assignments	Blogs
28.02 **Week 1:** **Introduction**	Course intro	Junginger, S. (2013)	Background reading	
	Design in government cases	Video lecture: Jocelyn Bailey	Supergroup round table discussion guide	
	Supergroup tutorials: Unpacking the brief		Fieldwork arrangements	
07.03 **Week 2:** **Human-centred research**	Policy design cases	Video lecture: Idil Gaziulusoy	Research plan (DL 09.03)	
	Round table discussion	Meadows, D. Chapter 4 & 5 (total 56 pages)	Research plan, peer feedback (DL 11.03)	
	Supergroup tutorials: Research plan		Conduct fieldwork	
14.03 **Week 3:** **Systems thinking**	Introduction to systems thinking		Conduct fieldwork	Blog I: Human-perspective (DL 18.03)
	Systems map exercise			Blog, peer feedback (DL 23.03)
	Group tutorials: Fieldwork			
21.03 **Week 4:** **Research analysis**	Research analysis	Video lecture: Esko Reinikainen	Research analysis	
	Affinity diagram exercise		Systems map	
	Group tutorials: Analysis		Conduct fieldwork	
28.03 **Week 5:** **Systemic analysis**	Systems map review		Research analysis	
	Group tutorials: Defining the problem space		Systems map	
			Prepare Mid-term presentation	
04.04 **Week 6:** **Mid-term review**	Presentations & Feedback from partners		Mid-term presentation	Blog II: Systemic analysis (DL 08.04)
	Supergroup tutorials: Mid-term reflections			Blog, peer feedback (DL 13.04)
11.04 -17.04 Period break				

Practicalities

DfG + Gov

Course contract:

IP Rights partner

CC license

100€ Budget per team, course reimbursement form

Teaching team

Núria Solsona

University lecturer
Practice of designing for services

Azalya Latorre Latorre

MA CoID
DfG Teaching assistant

Taneli Heinonen

DfG Visiting teacher since 2015

Facts -> Ethnography -> Co-Creation -> Pilot

DfG teacher bios at http://dfg-course.aalto.fi/teachers

Hella Hernberg

DfG Co-founder, tutor
Doctoral candidate at Aalto

DfG teacher bios at http://dfg-course.aalto.fi/teachers

Project briefs and Groups

Project briefs

Sustainable nature recreation
Supergroup 1 (1A, 1B, 1C)
Tutor: Hella Hernberg

Employment services reform
Supergroup 2 (2A, 2B, 2C)
Tutor: Taneli Heinonen

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Group 1A

Student	Group	Urban Gov.
Radhika Motani (CS Design)	1A	
Ulrika Ura (IDBM Design)	1A	
Laras Zita Tedjokusumo (CS Design)	1A	
Marleena Halonen (CS Design)	1A	Yes

Group 1B

Student	Group	Urban Gov.
Mante Zygelyte (CoID)	1B	
Xinyu Zhang (CoID)	1B	
Sofia Wasastjema (IDBM Biz)	1B	
Ninni Laaksonen (CoID)	1B	

Group 1C

Student	Group	Urban Gov.
Kazuichiro Taira (Spatial planning and Transportation)	1C	
Laura Monten (CoID)	1C	
Kazuki Mori (CoID)	1C	
Iines Reinikainen (CS Design)	1C	Yes

Group 2A (New governance model. Employee perspective)

Student	Group	Urban Gov.
Florencia Pochinki (CS Biz)	2A	Yes
Falguni Purohit (IDBM Design)	2A	
Frans Astala (CS Biz)	2A	
Kristen Barretto (CoID)	2A	

Group 2B (New governance model. Employee perspective)

Student	Group	Urban Gov.
Chloe Hartmann (CS Design)	2B	
Bhuvana Sekar (CoID)	2B	
Topi Haapanen (CS Design)	2B	
Kaisa Roover (CS Design)	2B	

Group 2C (The future service for international jobseekers)

Student	Group	Urban Gov.
Mathias Leopold Hoerlesberger (New Media)	2C	
Sanne van der Linden (CS)	2C	
Sera Remes (CoID)	2C	Yes
Mark Laukkanen (Information Networks)	2C	

Afternoon

DfG
Lunch Break

13:15 - 15:15	**Team Building exercise** (Independent group work)
Break	
15:30 - 16:30	S**upergroup tutorials: Unpack project brief and materials** (Group 1: Väre P210 / Group 2: Väre P310)

DfG + Gov
Lunch Break

13:15 - 14:00	**Course introduction (F102)** **Essay and reading group guidelines**
	Reading circle sharing session 1: Design for governance
Break	
15:30 - 16.15	**Supergroup tutorials: Unpack project brief and materials** (Group 1: Väre P210 / Group 2: Väre P310)

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