

DESIGN FOR GOVERNMENT

A? Aalto University

**Creative
Sustainability**

Today

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

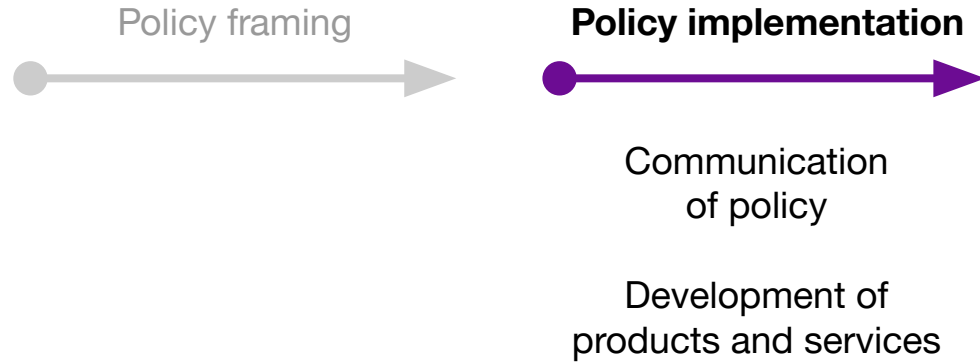
10-ECTS advanced studio course with project briefs commissioned by the Finnish government.

- 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

Design in policy making



Design in policy making



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

Image from: <https://koronavilkku.fi/en/>



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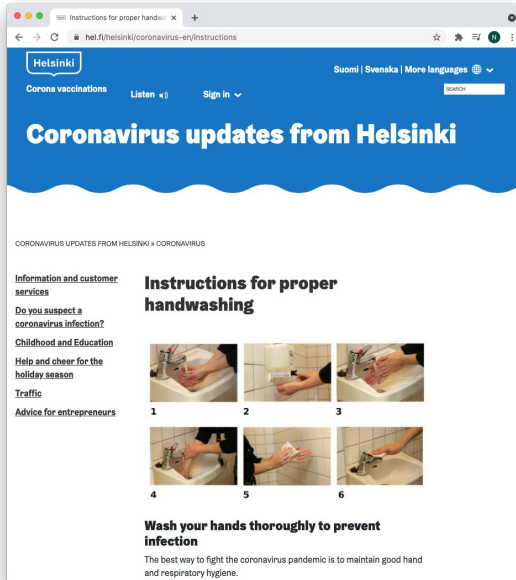


Image from: Helsinki Website, Covid-19 information

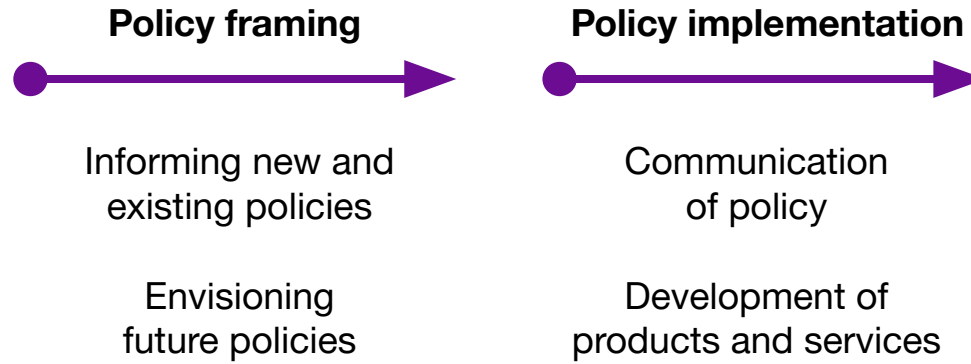


HSL Signage. Image from: www.talouselama.fi



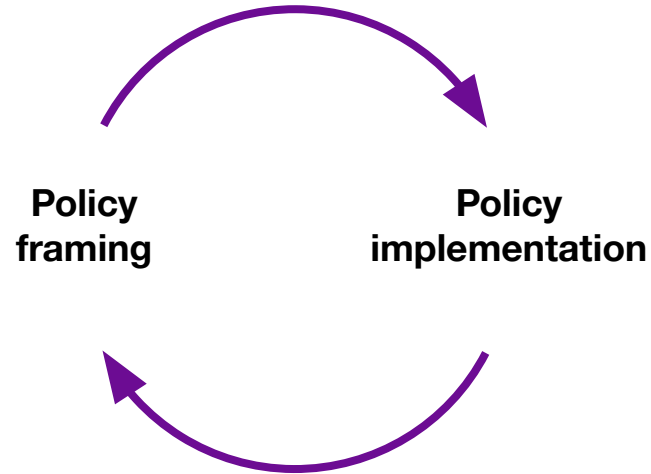
Port of Helsinki instructions. Image by Port of Helsinki

Design in policy making



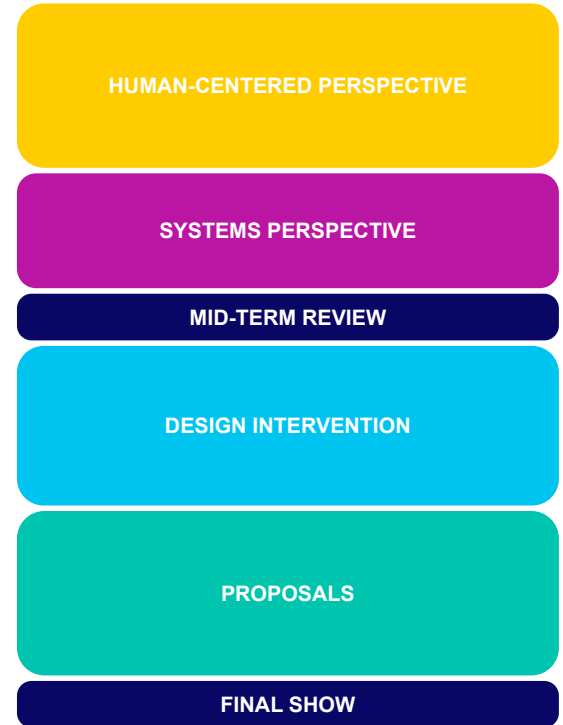
Adapted from: Junginger, S. (2013). Design and Innovation in the Public Sector: Matters of Design in Policy-Making and Policy Implementation

Design in policy making

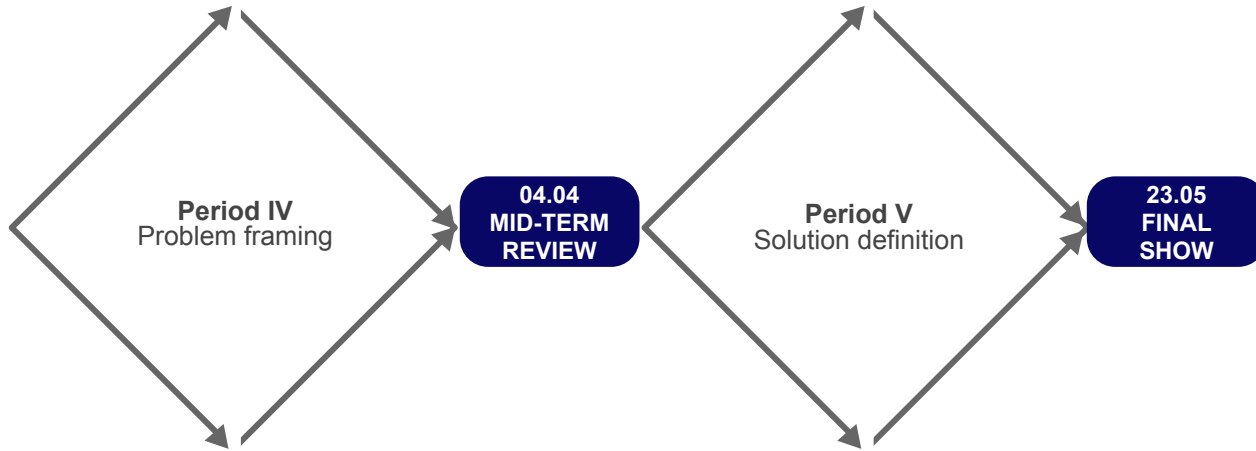


Adapted from: Junginger, S. (2013). Design and Innovation in the Public Sector: Matters of Design in Policy-Making and Policy Implementation

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.



Course structure



Period IV

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

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

My Courses

Week-by-week pages

Schedule

Assignments

Peer feedback

Updates and announcements

The screenshot displays the MyCourses interface for a course titled "MUO-E8012 - Design for Government D, Lecture, 28.2.2022-23.5.2022". The interface is divided into several sections:

- Header:** Shows the course title and navigation options like "SCHOOLS", "MY RECENT COURSES", "CORONAVIRUS INFO", "SERVICE LINKS", and "ALLWELL? (EN)".
- Left Sidebar:** Contains navigation options such as "Participants", "Grades", "Sections", "Welcome to Design for Government!", "Schedule Period IV", "Assignments", "Briefs and groups", "28.02 W1 Introduction" (highlighted with a red circle), "07.03 W2 Human-centred research", "Practicalities", "Inspirational reading", "Rubrics", "Contract", "Dashboard", "Site home", "Calendar", "HSP Content bank", and "Add a block".
- Main Content Area:** Displays the title "28.02 W1 Introduction" and an "Edit section" button. Below this, it lists "Pre-readings for this week:" and "Assignments for this week:". The pre-readings include "Junginger, Sabine (2015). Organizational Design Legacies and Service Design. The Design Journal, 18(2), 209–226." and "Watch Jocelyn Bailey's Video lecture on Policy Design". The assignments include "Team building exercise (submission 28.02)", "Background reading (no submission)", "Fieldwork arrangements (no submission)", and "Supergroup Round table discussion guide (no submission)".
- Right Sidebar:** Contains "Quick links" such as "Edit course settings", "Course administration", "Edit course completion settings", "Course completion report", "Bulk edit activity completion", "Activity completion report", "Participants", "Groups", "Import activities and resources", and "MyCourses Help". It also includes "Access / enrolment info" with "Guest access" and "Enrolment methods" (with a question mark icon) and "Show all sections".
- Bottom Center:** A yellow button labeled "+ Add an activity or resource".

My Courses

Week-by-week pages

Schedule

Assignments

Peer feedback

Updates and announcements

Course: MUO-E8012 - Design | +

https://mycourses.aalto.fi/course/view.php?id=31523§ion=4

MyCourses SCHOOLS MY RECENT COURSES CORONAVIRUS INFO SERVICE LINKS ALLWELL? (EN) Nuria Solsona Caba

MUO-E8012 - Design for Government D, Lecture, 28.2.2022-23.5.2022

Participants

Grades

Sections

- Welcome to Design for Government!
- Schedule Period IV
- Assignments**
- Briefs and groups
- 28.02 W1 Introduction
- 07.03 W2 Human-centred research
- Practicalities
- Inspirational reading
- Rubrics
- Contract

Dashboard

Site home

Calendar

HSP Content bank

Add a block

MUO-E8012 - Design for Government D, Lecture, 28.2.2022-23.5.2022

Dashboard / Courses / school of art... / department of... / muo-e8012 - d... / Sections / 28.02 w1 intr...

Turn editing off Syllabus Edit

28.02 W1 Introduction

Edit section

Pre-readings for this week:

Before the next contact session 07.03, please read and watch the following:

- Junginger, Sabine (2015). Organizational Design Legacies and Service Design. The Design Journal, 18(2), 209-226.
- Watch Jocelyn Bailey's Video lecture on Policy Design

Assignments for this week:

- Team building exercise (submission 28.02)
- Background reading (no submission)
- Fieldwork arrangements (no submission)
- Supergroup Round table discussion guide (no submission)

+ Add an activity or resource

Quick links

- Edit course settings
- Course administration
- Edit course completion settings
- Course completion report
- Bulk edit activity completion
- Activity completion report
- Participants
- Groups
- Import activities and resources

MyCourses Help

Access / enrolment info

Guest access

Course is visible to whole world

Enrolment methods

Show all sections

DfG Web

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

Blogs

Proposals > DfG Projects 2014 - 2021

DfG Stories

FB > DfG Alumni , DfG

Julkis-muotoilijat

The screenshot shows a web browser displaying the 'Design for Government' website. The page has a dark header with the title and a search bar. On the left is a navigation menu with links for 'About', 'Information for Students', 'Information for Partners', 'Blogs', 'DFG Projects 2014 - 2021', 'DFG Stories', and 'Library of Sources'. Below the menu are logos for 'Aalto-yliopisto Aalto-universitetet Aalto University' and 'Creative Sustainability'. The main content area is titled 'Blogs' and features a filter bar with four categories: 'Human-Centered Research', 'Systemic Analysis', 'Design Intervention', and 'Design Proposal'. The 'Design Intervention' category is selected. Below the filter are six blog post cards, each with a thumbnail image, a title, a date, and a short description. The first card is 'Clearing the skies for collaborative sustainable procurement' (31 May, 2021). The second is 'Blog IV - Reducing the carbon footprint of public procurement - Kela Maternity package Group 2A' (31 May, 2021). The third is 'Blog IV - Pilot project for Personal budgeting and Mobility Services' (31 May, 2021). The fourth is 'Blog III - Reducing the carbon footprint of public procurement - Kela Maternity package' (3 May, 2021). The fifth is 'Blog III - Strategy for Expatriate Finns' (3 May, 2021). The sixth is 'Blog III - Pilot project for Personal budgeting and Mobility Services' (3 May, 2021). Each card includes a 'Read more' link.

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

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

Azalya Latorre Latorre

MA CoID
DfG Teaching assistant



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

Taneli Heinonen

DfG Visiting teacher since 2015

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



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



Ministry of the
Environment Finland

Employment services reform

Supergroup 2 (2A, 2B, 2C)

Tutor: Taneli Heinonen



MINISTRY OF FINANCE
FINLAND

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	
lines 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

Supergroup 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)