

# Design for Government: Human-centric governance through experiments

The report introduces a new, quick-to-implement model for including **experiments and behavioural approaches** into Finnish policy design.

## **Purpose:**

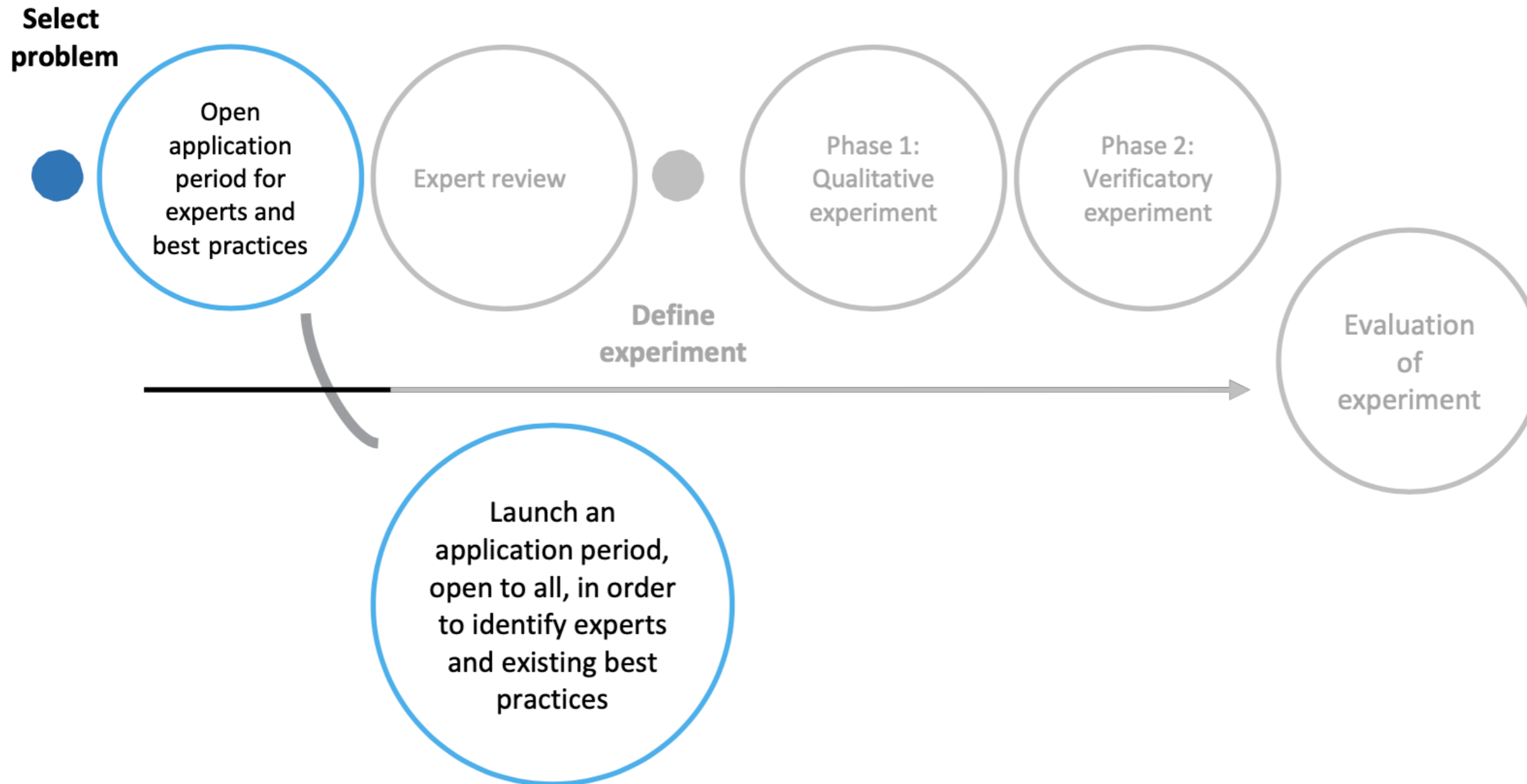
The creation of an **operating model for experimentation** and the use of behaviour-based methods when **developing steering mechanisms**

### **The proposed model consists of three parts:**

- 1- Understanding the problem
- 2- Implementing an experiment
- 3- evaluating the impacts identified

- **Make policy more user-oriented**
- **Targeted**
- **Efficient**

# The first phase: Understanding the problem



**Tool: An invitation** supplement the information deemed significant to attaining the policy objective

- 1 Open application.**
- 1.1 Literature review.**
- 2 Formulation of the invitation to tender.**

Figure 4. Existing relevant practices are charted at the beginning of the problem comprehension phase.

## **Implementation:**

Can be divided in two - the steps of implementation and facilitation of experiment

# The Steps of Implementation:

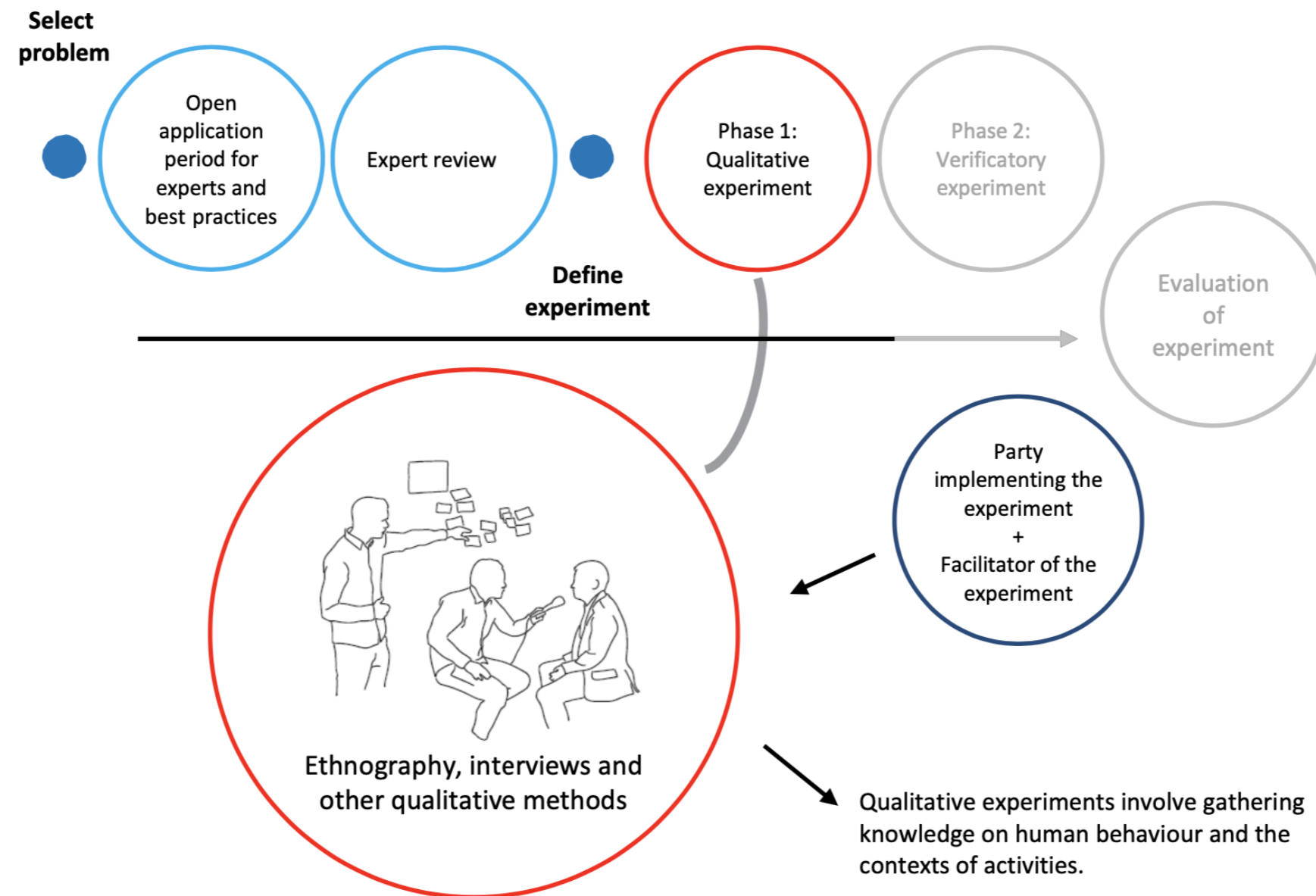
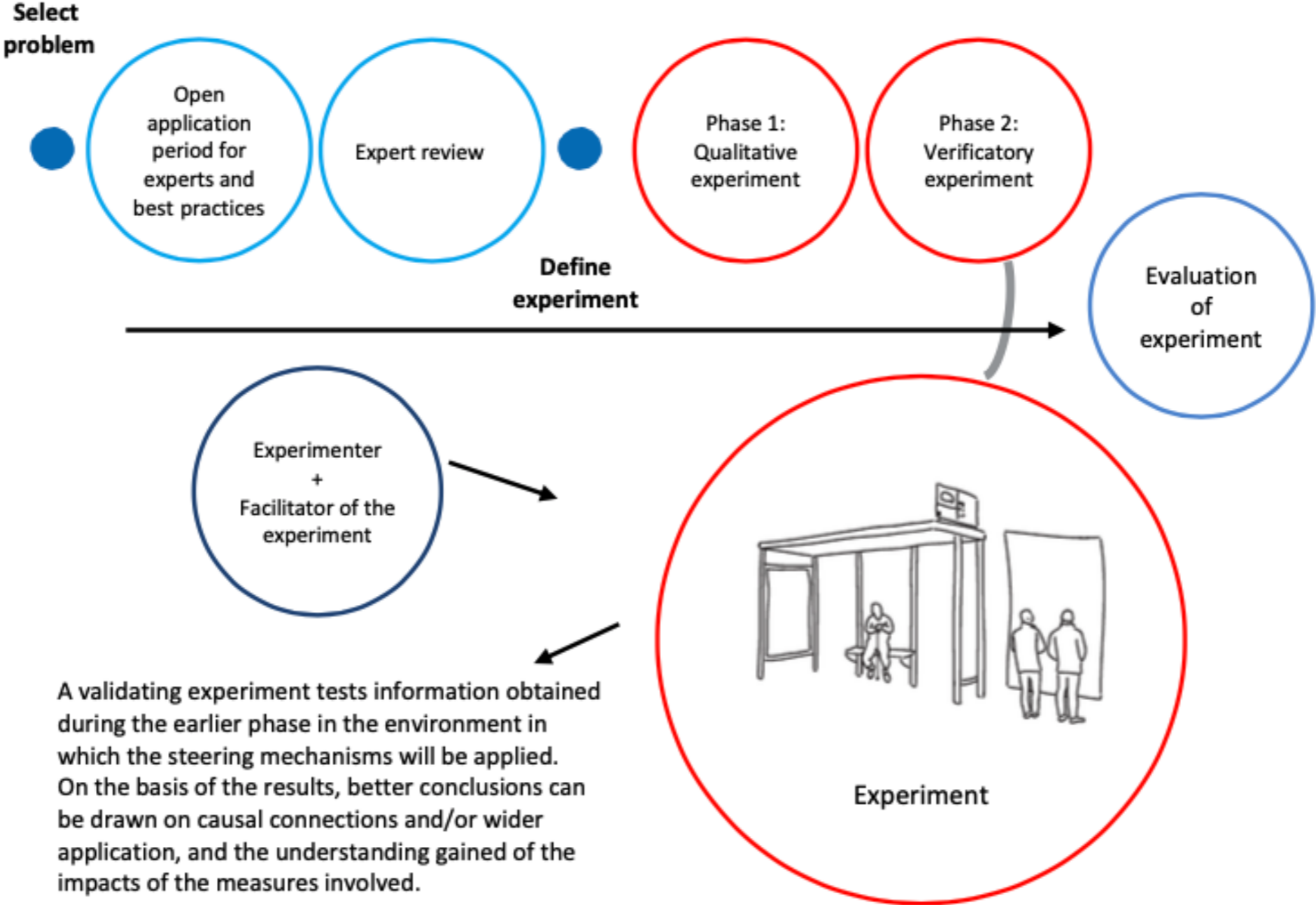
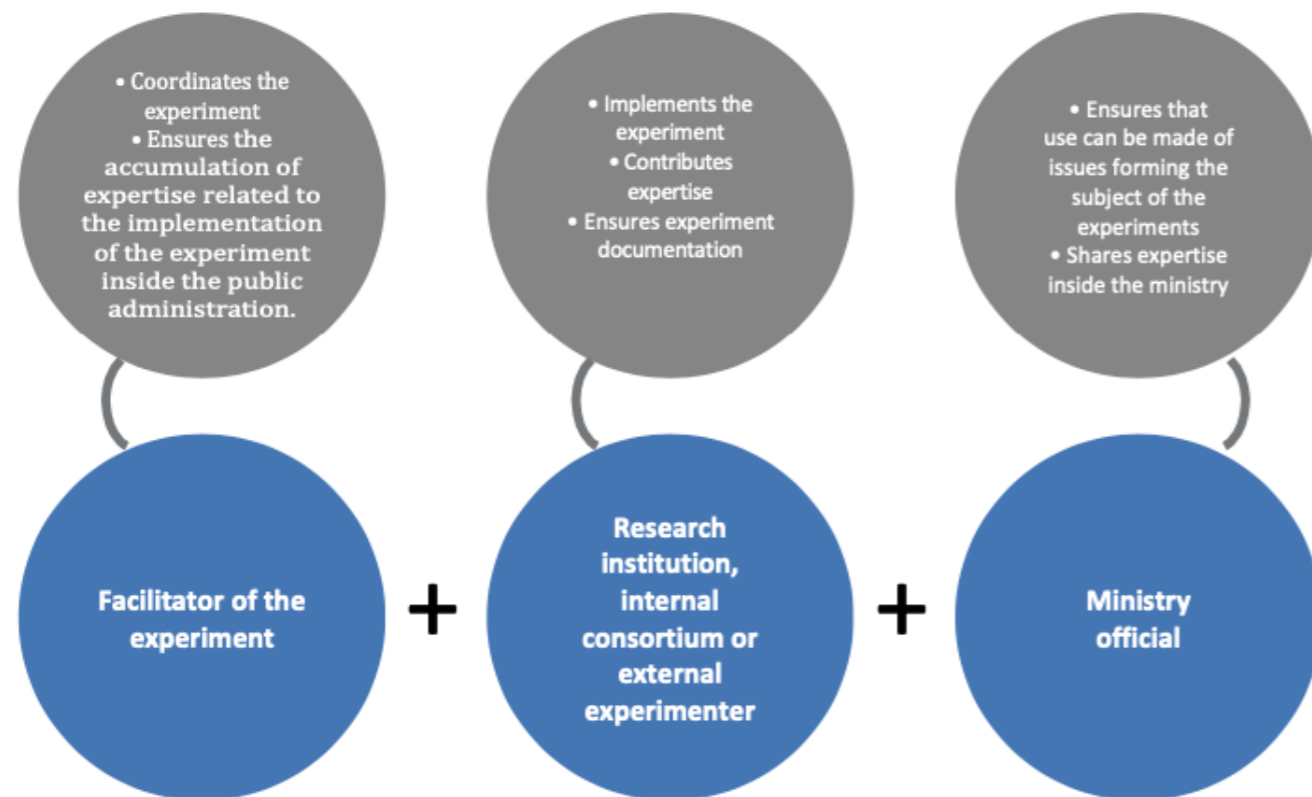


Figure 6. The qualitative stage of the experimental phase involves familiarisation with the theme based on lighter methods. A more widely applicable, precisely measurable verificatory experiment is conducted on the basis of the findings.

# The Steps of Implementation:



# The parties implementing the operating model, and their responsibilities



Three alternative methods are proposed of organising the operating model.

## Alternative 1: Facilitator of experiment at the Prime Minister's Office.

Based on this proposal, the Prime Minister's Office and the ministries responsible for steering will be in charge of implementing the experimentation programme. If the results are good, the role of this facilitator may evolve at a later stage. **In this way, for example the experiment team assembled at the Prime Minister's Office will form a permanent support structure for behaviour-based steering.**

## Alternative 2: A virtual unit.

This alternative would involve implementing the operating model as a virtual unit. The official responsible for the unit would compile a core team for the policy objective, charged with defining the problem, evaluating the current data available and, if necessary, placing an order. The virtual unit would bring together the core developers of behaviour-based data and assist in the sharing of expertise and information. The strength of this approach lies in the easy implementation of the operating model, which makes as much use of existing expertise available as possible. However, a virtual unit requires an official responsible for both the unit's operations and the application of the operating model.

## Alternative 3: Network.

The third alternative involves tendering out the acquisition of behaviour-based information to a research institute involved in some way with the experiment's objective. In the long term, research institutes can form a network in order to compile data regarding existing behaviour-based information and to define the most efficient type of steering with regard to behavioural impacts. The What works network in the United Kingdom is one such network.

## **Evaluation :**

assessment of the feasibility and impact of the experiment

### **The tender**

- preliminary impact assessment (effects, costs)
- criteria for success

### **The experiment facilitator**

- assess the result
- issue an expert opinion (wider application, validity, usefulness and the usage of previous knowledge base)

### **An interactive consultation event**

- jointly develop proposals for measures