DESIGN FOR GOVERNMENT

A? Aalto University

Creative Sustainability

Opportunity

Time

Traditional approach

New approach

Opportunity

Time

DESIGN
FOR
EUROPE

Menu ☰

Stage 4

Design as Strategy

15%
21%

Stage 3

Design as Process

35%
45%

Stage 2

Design as Styling

13%
17%

Stage 1

No Design

% in 2003
% in 2007

Source: The Economic Effects of Design, National Agency for Enterprise, Copenhagen.

Innovation

Innovation Policies

- Social Innovation
- **Design for innovation**
- Demand-side policies for innovation
- Public sector innovation
- Workplace innovation
- Public procurement of innovative products and services

- Funding for innovation
- Monitoring innovation
- Business Innovation Observatory

Sustainability and circular economy

Design for innovation

Design is not just about the way things look, it is also about the way they work. Design creates value and contributes to competitiveness, prosperity, and well-being in Europe. The European Commission aims to accelerate the take-up of design in industrial and innovation activities at European, national, and regional level.

- the understanding of design impact on innovation
- the design-driven innovation in industry to strengthen competitiveness
- design as a means for renewal in the public sector.

The Action Plan is built on the report 'Design for Growth and Prosperity' produced by the European Leadership Board Report in 2012.

Design for Europe

Design for Europe implements the Action Plan for Design-Driven Innovation (92 kB).

It provides:

- a series of events to boost the adoption of design in innovation policies and support creation of

Different modes of evidence gathering, producing new and different kinds of insight:

"as a technique it was really successful in getting a group…into thinking about the future. It structured the responses they gave, so it made what they said more structured and more usable."

Reordering the hierarchy of evidence:

"There are multiple considerations and it added more power and authority to some. It gives them a status they might not otherwise have. Like some of the softer things around user experience."

Enabling more open thinking:

"the people who normally would start by saying 'that'll never happen' – it swept that out the way."

Engendering collaboration and buy-in:

"Although I probably could have predicted the outcomes we arrived at, the process was vital for getting buy-in from a larger group of stakeholders."

Reconfiguring relationships between people:

"The primary impact is that senior people are now engaging with each other on a list of solutions… whilst there are still multiple hurdles to achieving policy change, there is now a very clear conversation going on."

Translating evidence and insight into ideas (for policies):

"They came out with some very basic stuff that just would never have occurred to me… the ideas are not complex but they're coming from an angle completely different to mine."

Bailey, Jocelyn, and Lloyd, Peter (2016) 'The Introductin of Design to Policymaking: Policy Lab and the UK Government', in Proceedings of the Design Research Society Conference, Brighton, UK, p.5.

DEMOS HELSINKI

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Design for Government: Humancentric governance through experiments

Design for Government: Human-centric governance through experiments

⬇ Design-for-Government·

The report for the Design for Government project published in June 2015 proposed a new, quick-to-implement model for including experiments and behavioural approaches into Finnish policy design. The use of behavioural approaches as part of governmental steering has been shown to make policy more user-orientated, targeted and efficient.

The English introduction presented below includes the chapter 3 of the original report. It has inspired the commitment in current government's programme to culture of experimentation. Further, it is used to plan the experiments undertaken, such as the basic income experiment in 2017 by the Social Insurance Institution of Finland, and the implementation of the programme for supporting experimental culture in national and local government.

Page: 13 of 23   Automatic Zoom

Party implementing the experiment + Facilitator of the experiment

Ethnography, interviews and other qualitative methods

Qualitative experiments involve gathering knowledge on human behaviour and the contexts of activities.
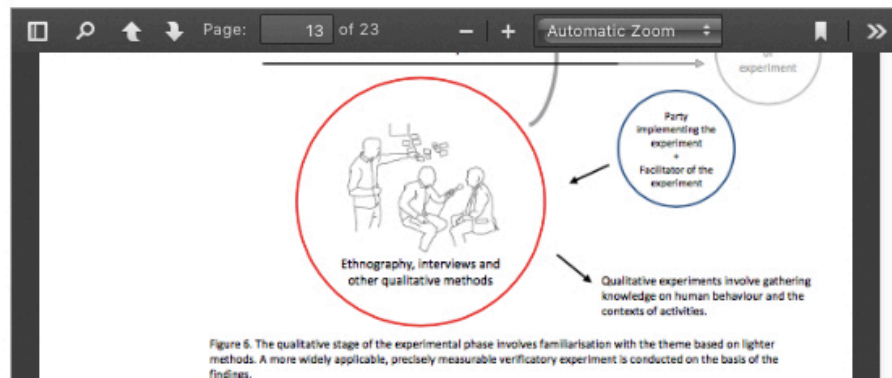
Figure 6. The qualitative stage of the experimental phase involves familiarisation with the theme based on lighter methods. A more widely applicable, precisely measurable verificatory experiment is conducted on the basis of the findings.

DESIGN
FOR
GOVERNMENT

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

Each course, 15-20 students work in teams to address project briefs Since 2014, 105 students from 24 countries, multiple disciplines and universities

2019 teaching team: Professor Ramia Mazé,
Professor Núria Solsana, Taneli Heinonen, Seungho Lee,
TA Riina Ruus-Prato (DfG'18) and guests

DESIGN
FOR
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1-3 projects per year:

2018 **'Future of Finland's Hiking Areas'**
Ministry of Agriculture and Forestry
with Metsähallitus

2017 **'Regional Sustainable Food'**
Ministry of Agriculture and Forestry,
Ministry of the Environment
with SITRA and Motiva

'Future Work of Civil Servants'
Ministry of Finance, Ministry of
Economic Affairs and Employment,
Prime Minister's Office, Ministry of
Transport and Communications

EXPLORATION AREAS
We love what we know

Design for Government, 2018

ELEVATE

Re-organizing the Hiking Area process for civil servants

VERKA Mobility Canvas

Bottom-up Mobility as a Service
Ministry of Transport and Communications

Student projects documented as videos, slides
and reports at http://dfg-course.aalto.fi
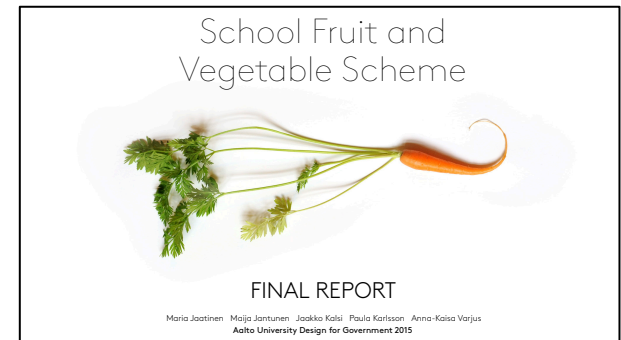
DESIGN FOR GOVERNMENT

2016 **'Mobility as service'**
Ministry of Transport and Communications

'Preventing Electronic Waste'
'Sustainable Maintenance of Housing'
Ministry of the Environment

2015 **'Farmer's Notifications'**
'School Fruits and Vegetables'
Ministry of Agriculture and Forestry

'Supporting R&D and Innovation'
Prime Minister's Office

2014 **'Accessibility of Buildings'**
'Reducing Plastic Bag Usage'
Ministry of the Environment

Student projects documented as videos, slides and reports at http://dfg-course.aalto.fi

We apply empathic
approaches to identify
stakeholder needs,
systems approaches
to analyze the wider
context of policies,
and behavioural insight
to identify and design
relevant solutions.

DESIGN
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We apply empathic approaches to identify stakeholder needs, systems approaches to analyze the wider context of policies, and behavioural insight to identify and design relevant solutions.

DESIGN
FOR
GOVERNMENT

empathic

systems

behavioural

A1
HUMAN PERSPECTIVE
3 weeks

A2
SYSTEMS PERSPECTIVE
2 weeks

2.4. MID REVIEW

A3
INTERVENTION PERSPECTIVE
3 weeks

A4
PROPOSALS PERSPECTIVE
3 weeks

21.5. FINAL SHOW

FINAL REPORT DUE BY 4.6.

SCHEDULE _
Detailed on MyCourses page
https://mycourses.aalto.fi/
course/view.php?id=22177

Note – a modified schedule for
those students taking both DfG
and Gov

A? MyCourses   SCHOOLS   SERVICE LINKS   ALLWELL?   MY OWN COURSES   (EN)

Ramia Maze
Student

MUO-E8012 - Design for Government, 26.02.2019-21.05.2019

MUO-E8012 - Design for Government, 26.02.2019-21.05.2019

Grades

» Course home page

» Schedule (DfG)

» Schedule (DfG+Gov)

» Assignments

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Forums   Resources

Dashboard / Courses / school of art... / department of... / muo-e8012 - d...

Syllabus

Course home page

DESIGN FOR GOVERNMENT

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Creative Sustainability

LATEST ANNOUNCEMENTS

(No announcements have been posted yet.)

UPCOMING EVENTS

📅 (L00) Design for Government Lecture, U405a, Otakaari 1
Tuesday, 26 February, 09:15 » 12:00

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Design For Government (DfG, MUO-E8012) is a 10-ECTS advanced studio course in Aalto University's Creative Sustainability master's programme. DfG develops design addressing the complex challenges of the government and public sector. In the course, we apply empathic approaches to identify stakeholder needs, systems approaches to analyze the wider context of policies, and behavioural insight to identify and design relevant solutions.

MUO-E8012 - Design for Government, 26.02.2019-21.05.2019

Grades

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» Schedule (DfG+Gov)

» Assignments

» Practicalities

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Schedule (DfG)

		MUO-E8012 Design for Government, Location: U405a Otakaari 1
		25 Feb, Period IV starts
1		**Tues 26 Feb**
A1 HUMAN PERSPECTIVE	09:15 - 10:00	Course introduction ASSIGNMENT 1 STARTS - HUMAN PERSPECTIVE
	10:15 - 11:00	Location: U405a Lecture "Governmentality," Ramia Mazé
	11:15 - 12:00	Lecture: "Finnish government," Taneli Heinonen
		lunch
	13:00 - 14:15	Startup: "Stakeholder engagement"
	14:30 - 15:30	Supergroup groupwork
	16:00 - ...	Supergroup tutorials and groupwork
		Note: Ministry of Finance's AuroraAI preliminary study will be presented 28 Feb 13:30-15:30 (in Finnish).
2		**Tues 5 Mar**
	09:15 - 10:30	Location: U405a Panel: "Designers and design roles in governance," DfG alumni
	10:45 - 12:00	Workshop facilitation tips Independent work preparing for workshop
	13:00 - 14:15 14:30 - 15:30	Stakeholder workshop with ministries
	15:30 -	Debrief in small groups ; Startup: Research Plans

Schedule (DfG+Gov)

1		**Tues 26 Feb**
09:15 - 10:00	U405a DfG	Course introduction ASSIGNMENT 1 STARTS - HUMAN PERSPECTIVE
10:15 - 11:00	U405a all	Location: U405a Lecture "Governmentality," Ramia Mazé
11:15 - 12:00	U405a DfG	Lecture: "Finnish government," Taneli Heinonen
13:00 - 14:15	U406b USP	Course introduction Essay and Reading Group guidelines Reading Groups
14:30 - 15:30	U406b USP	Reading Circle 1: Governmentality
16:00 - ...		Supergroup tutorials and groupwork
		Tues 5 Mar
09:15 - 10:30	U405a all	Location: U405a Panel: "Designers and design roles in governance," DfG alumni
10:45 - 12:00	U406b USP	Essay topic and standpoint mapping Workshop with examples
13:00 - 14:15 14:30 - 15:30	U405a DfG	Stakeholder workshop with ministries
15:30 - ...		Debrief in small groups ; Startup: Research Plans

MUO-E8012 - Design for Government,
26.02.2019-21.05.2019

Grades

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» **Schedule (DfG)**

» Schedule (DfG+Gov)

» Assignments

» Practicalities

Dashboard

Site home

A?

~~Structure~~

~~Schedule~~

~~Location~~

~~Learning outcomes~~

~~Assessment~~

~~Workload~~

~~Teachers~~

~~Today~~

…you! with lunch and first activity

Assignment 1 —————————————
with Taneli Heinonen and Núria Solsona

A1
HUMAN PERSPECTIVE
3 weeks

Assignment 2 —————————————
with Ramia Mazé and Núria Solsona

A2
SYSTEMS PERSPECTIVE
2 weeks

2.4. MID REVIEW

Assignment 3 —————————————
with Seungho Lee, Taneli Heinonen
Núria Solsona and Ramia Mazé

A3
INTERVENTION PERSPECTIVE
3 weeks

Assignment 3 —————————————
with Ramia Mazé and Taneli Heinonen

A4
PROPOSALS PERSPECTIVE
3 weeks

21.5. FINAL SHOW

… and guests!

FINAL REPORT DUE BY 4.6.

Ramia Mazé
Participatory and critical practices of design,
design in/as governance

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

Taneli Heinonen
Facts -> Ethnography -> Co-Creation -> Pilot

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

Núria Solsona
Professor of practice of service design at Aalto University
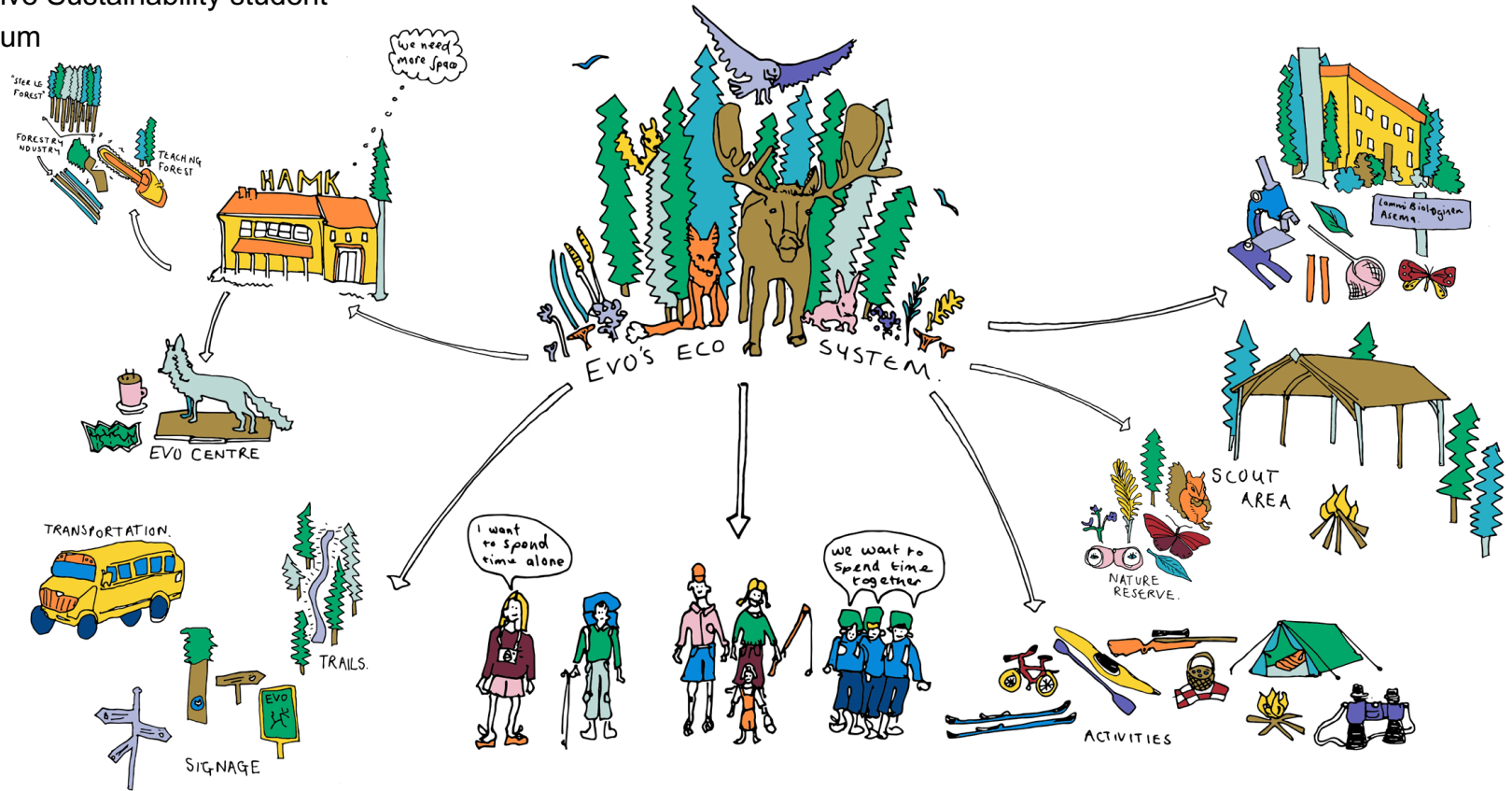Coach & Lecturer at CIID and ESADE Business school
Service design consultant

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

Riina Ruus-Prato

DfG 2019 Teaching Assistant (TA)

MA Creative Sustainability student

DfG'18 alum

Rich picture of what Evo's ecosystem has to offer, illustration by Abigail Garbett

Anni Leppänen
MA Creative Sustainability student
Professional 'gov designer'
DfG'15 alum

"DfG" course: Design for Government

DESIGN FOR GOVERNMENT

A? Aalto University

Creative Sustainability

"Gov" course: Designing for Urban Governance & Services

Information

GOVERNMENT

CIVIL SOCIETY

"GOVERNMENTALITY"

Welcome!

DESIGN FOR GOVERNMENT

"Boosting Consumer Rights for Finnish Business"

a project brief from the Finnish Competition and Consumer Authority with Ministry of Economic Affairs and Employment

"Empowering Citizens through Artificial Intelligence"

a project brief from the Ministry of Finance

GOVERNMENT

Design serving the state and municipalities in policy-making and implementation, planning and provisioning of public services

CIVIL SOCIETY

Design as form of activism and citizen empowerment

"GOVERNMENTALITY"

How we are being governed through design in everyday life; designs as embodiments of policies and governance

"DfG" course: Design for Government

DESIGN FOR GOVERNMENT

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"Gov" course: Designing for Urban Governance & Services

GOVERNMENT

CIVIL SOCIETY

"GOVERNMENTALITY"

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11:15 - 12:00	Lecture: "Finnish government," Taneli Heinonen
	lunch
13:00 - 14:15	Startup: "Stakeholder engagement"

	MUO-E8026 (USP-323) Designing for Urban Governance and Services Location: U406b, Otakaari 1
	25 Feb, Period IV starts
	Tues 26 Feb
	Location: U405a Lecture "Governmentality," Ramia Mazé
11:15 - 12:00	Independent reading on governmentality or (optional) 'Lecture: "Finnish government," by Taneli Heinonen in U405a
	lunch
13:00 - 14:15	Course introduction Essay and Reading Group guidelines Reading Groups

"DfG" course: Design for Government

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"Gov" course: Designing for Urban Governance & Services

GOVERNMENT

CIVIL SOCIETY

"GOVERNMENTALITY"

This color in the schedule = joint sessions with both courses!
Including 2 Apr : mid-review for DfG and final mini-conference for Gov

GOVERNMENTALITY

Ramia Mazé

PhD, Professor of Practice,
New Frontiers in Design

Department of Design,
School of Arts, Design and Architecture

Aalto University
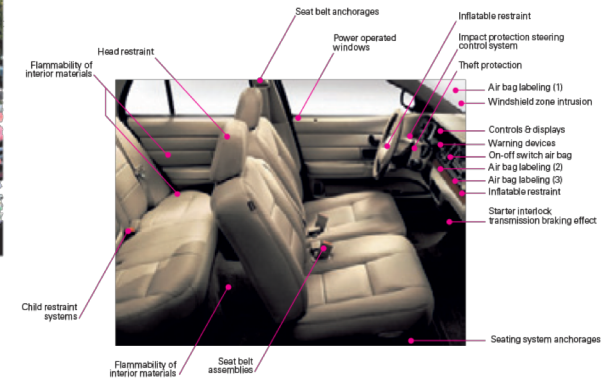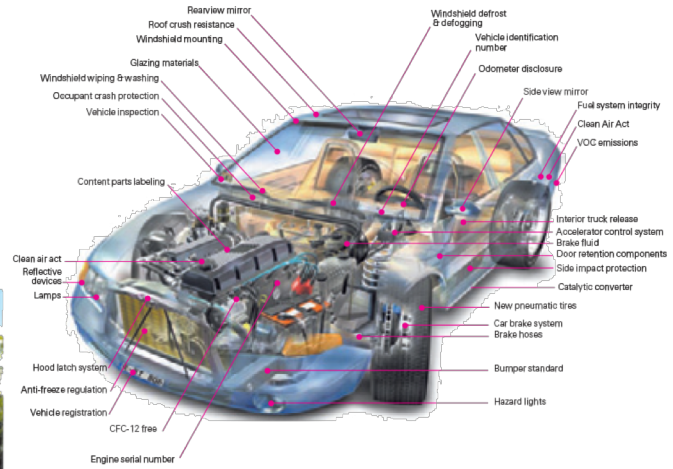
GOVERNMENTALITY

Traditional government

- 'governing at a distance'
- Mentalities: top-down and "command-and-control"
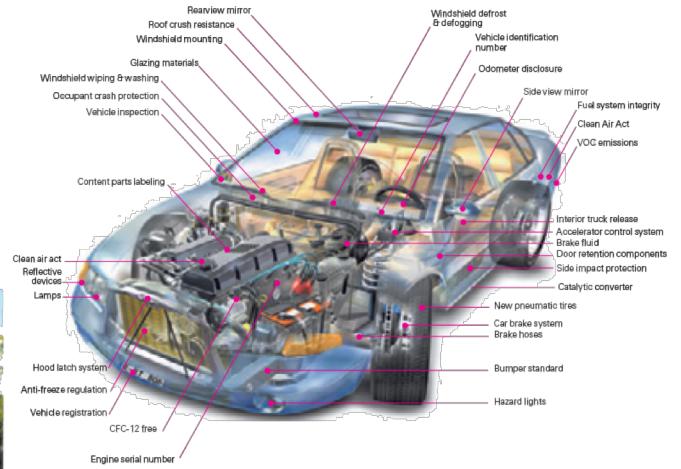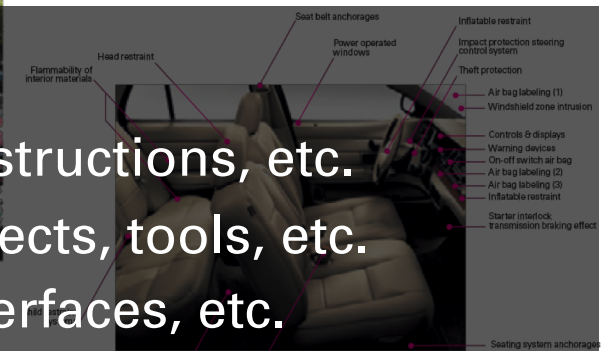- Instruments: regulation, taxation, subsidies

Design…

Susan Silbey and Ayn Cavicchi "The Common Place of Law." In Making Things Public: Atmospheres of Democracy, edited by Bruno Latour and Peter Weibel, 556-563. Cambridge, MA: MIT Press, 2005.

Design…

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Design…

Susan Silbey and Ayn Cavicchi "The Common Place of Law." In Making Things Public: Atmospheres of Democracy, edited by Bruno Latour and Peter Weibel, 556-563. Cambridge, MA: MIT Press, 2005.

Design…

Design…

1. Symbolic: Signs, graphics, sounds, instructions, etc.
2. Spatial: Plans, routes, boundaries, objects, tools, etc.
3. Interaction: Services, transactions, interfaces, etc.

Adapted 4 orders of design, see Richard Buchanan (1999) Design Research and New Learning, Design Issues 17 (14).

Traditional government
- 'governing at a distance'
- Mentalities: top-down and "command-and-control"
- Instruments: regulation, taxation, subsidies…

Design…
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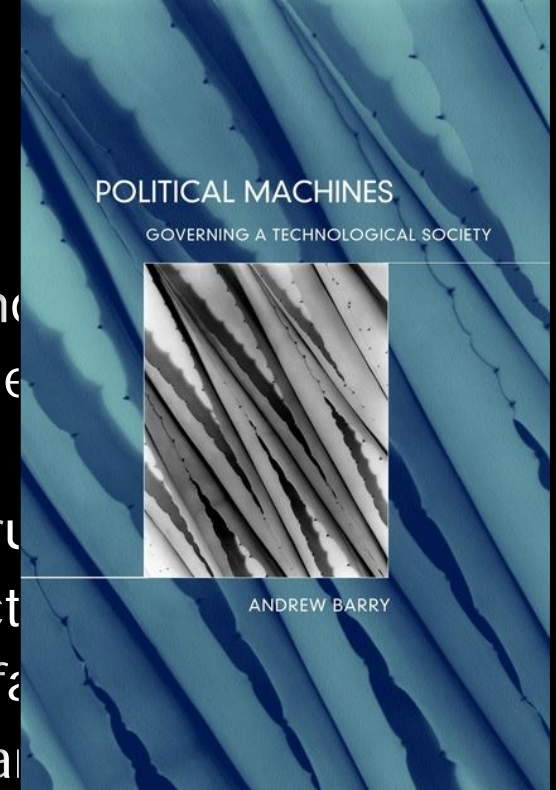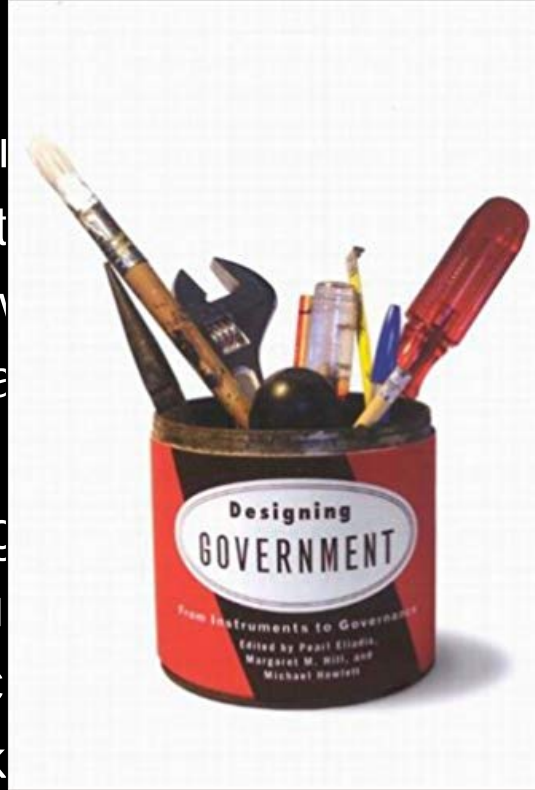4. Systems: Networks, connections, programs, rules, logics, etc.

Adapted 4 orders of design, see Richard Buchanan (1999) Design Research and New Learning, Design Issues 17 (14).

Traditional government
-   'governing at a distance'
-   Mentalities: top-down and "command-and-control"
-   Instruments: regulation, taxation, subsidies…

Design…
1.   Symbolic: Signs, graphics, sounds, instructions, etc.
2.   Spatial: Plans, routes, boundaries, objects, tools, etc.
3.   Interaction: Services, transactions, interfaces, etc.
4.   Systems: Networks, connections, programs, rules, logics, etc.

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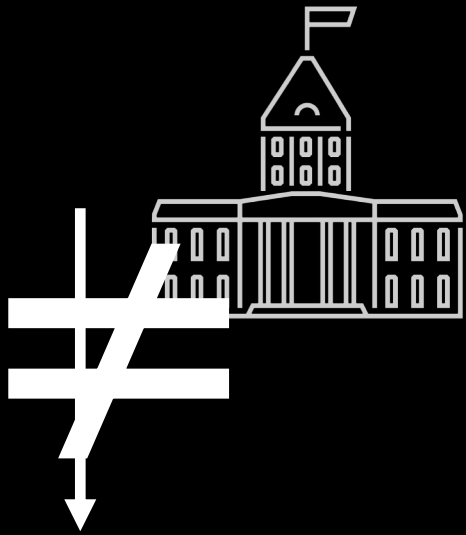
Traditional governmen...

- 'governing at a dist...
- Mentalities: top-dow...
- Instruments: regula...

Design…

1. Symbolic: Signs, g...
2. Spatial: Plans, rou...
3. Interaction: Servic...
4. Systems: Network...

Pearl Eliadis, Margaret Hill, Michael Howlett (Eds.) (2005) Designing Government. Quebec: McGill/Queens Univ Press.
Andrew Barry (2001) Political Machines, London: Athlone Press.

Traditional governmen[t]

- 'governing at a dist[ance]'

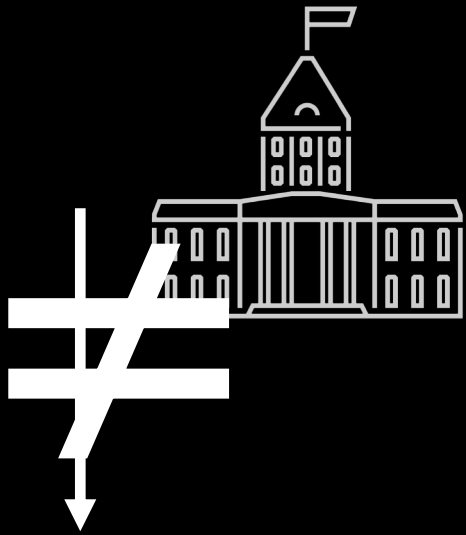- Mentalities: top-dow[n]

- Instruments: regula[tions]

Design…

1. Symbolic: Signs, g[raphics]

2. Spatial: Plans, rou[tes]

3. Interaction: Servic[es]

4. Systems: Network[s]
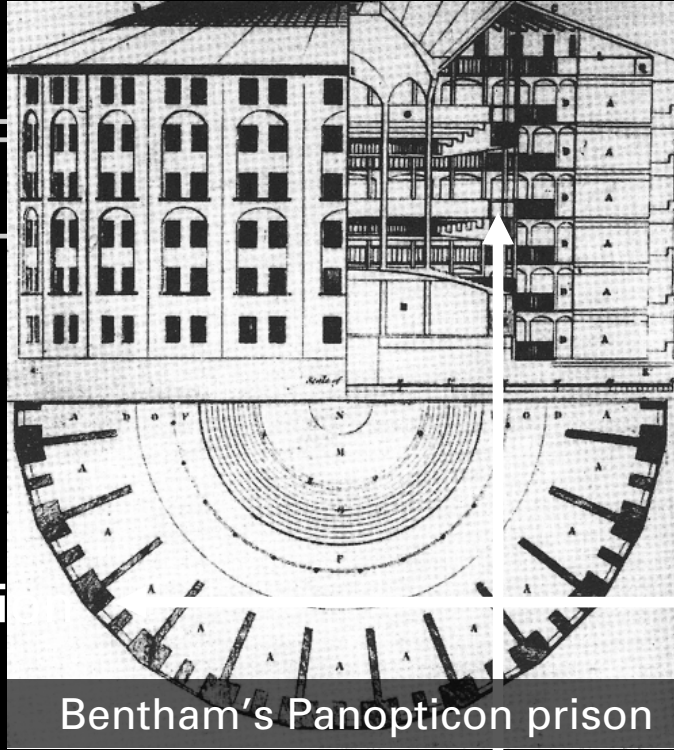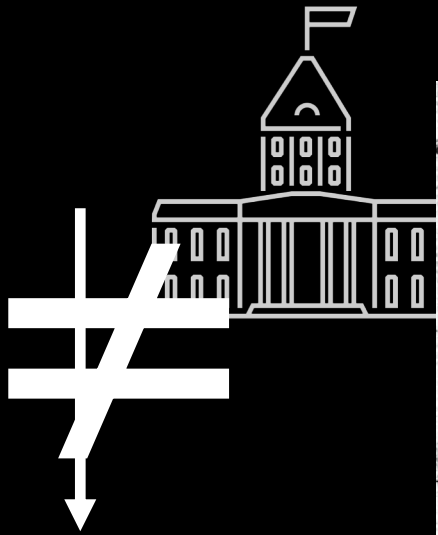
New area of research and practice in design!

Pearl Eliadis, Margaret Hill, Michael Howlett (Eds.) (2005) Designing Government. Quebec: McGill/Queens Univ Press.
Andrew Barry (2001) Political Machines, London: Athlone Press.

compulsory

optimization ⟷ transformation

voluntary

optimization ≠ transformation

Bentham's Panopticon prison

voluntary

Traditional government 'rows' and 'steers' with "instruments", and design is/has always been among the instruments of government.

Considerations
- Instrument mix and sequence
- Spectrum of 'design criteria'
- Embedded ideologies and values
- Legitimacy and 'sustainability'
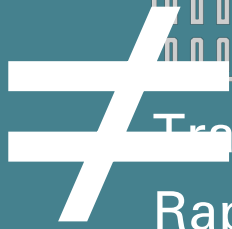
≠ Traditional government

Rapid change in concepts and practices of governance

≠ Traditional government

Rapid change* in concepts and practices of governance

- *in European and OECD countries
- Due to neo-liberalization, New Public Management, etc.
- From vertical/hierarchical instruments to 'network' governance
- 'Innovative' instruments, ie. indirect, horizontal, interactive, distributed, cross-sector, etc.

≠ Traditional government

Rapid change* in concepts and practices of governance

- *in European and OECD countries

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Traditional government

Rapid change* in concepts and practices of governance

- *in European and OECD countries

- Due to neo-liberalization, New Public Management, etc.

- From vertical/hierarchical instruments to 'network' governance

- 'Innovative' instruments, ie. indirect, horizontal, interactive, distributed, cross-sector, etc.

    - Considerations

    - Distribution of costs and complexity

    - Transparency and accountability

    - Actors and human factors
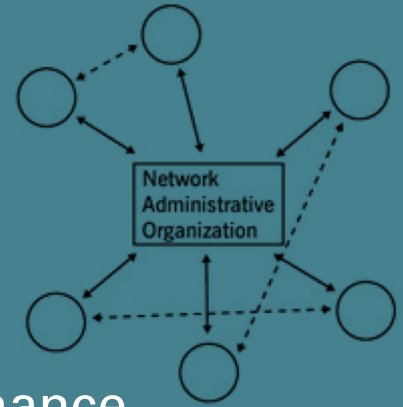
VPUU project (Violence Prevention through Urban Upgrading), 2006+ Khayelitsha, Cape Town
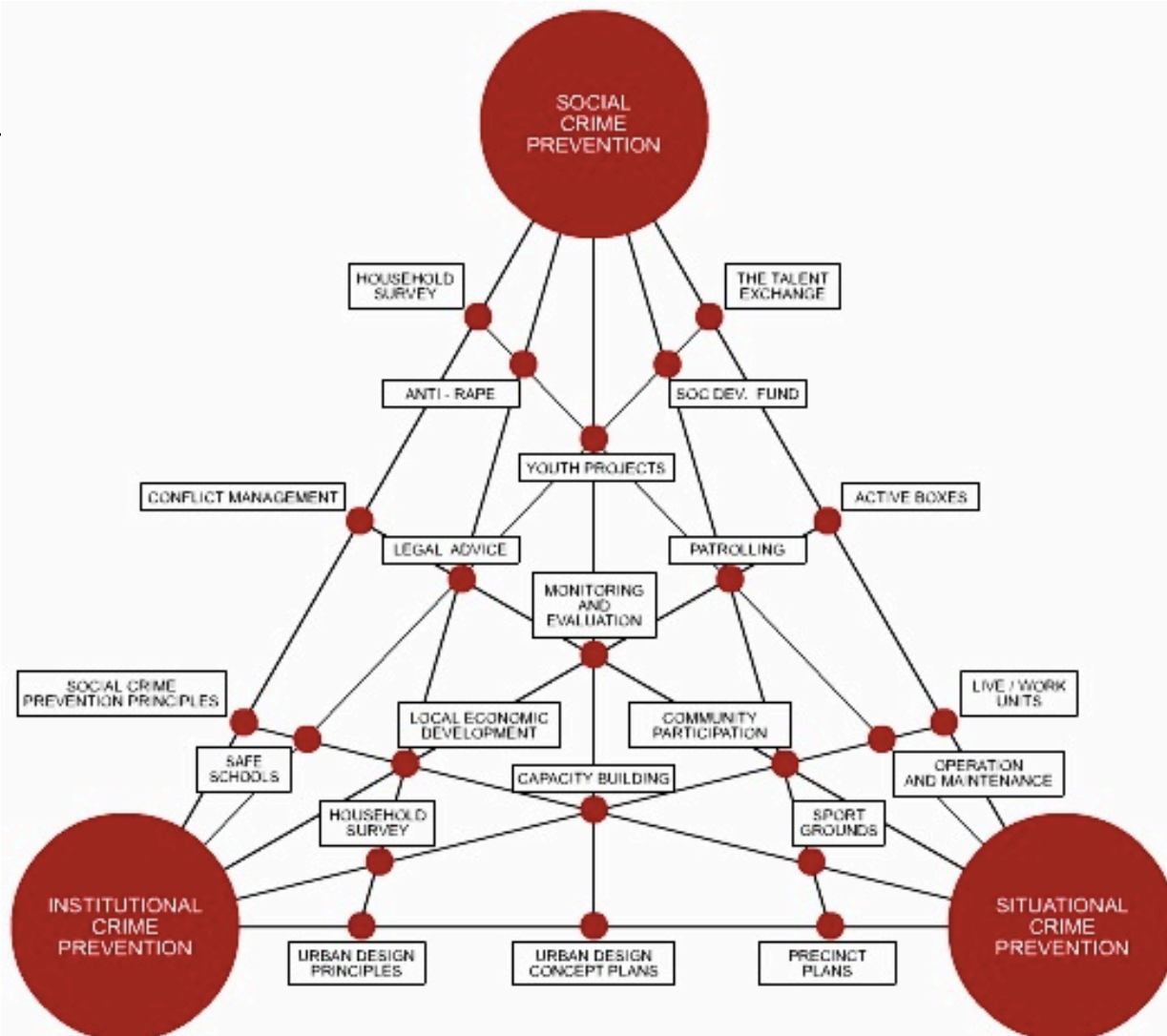
VPUU project (Violence Prevention through Urban Upgrading), 2006+ Khayelitsha, Cape Town

'governance' as "the sum of the many ways individuals and institutions, public and private, manage their common affairs"

Commission on Global Governance (1999) Our Global Neighbourhood, Oxford: Oxford University Press.

"DfG" course: Design for Government

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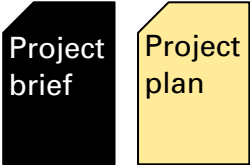

"Gov" course: Designing for Urban Governance & Services

GOVERNMENT

CIVIL SOCIETY

"GOVERNMENTALITY"

Welcome!

Assignment 1 -------------------------------

Project brief

Project plan

A1
HUMAN PERSPECTIVE
3 weeks

blog

A2
SYSTEMS PERSPECTIVE
2 weeks

2.4. MID REVIEW

blog

A3
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3 weeks

blog

A4
PROPOSALS PERSPECTIVE

3 weeks

21.5. FINAL SHOW

FINAL REPORT + + =

A? MyCourses   SCHOOLS   SERVICE LINKS   ALLWELL?   MY OWN COURSES   (EN)

Ramia Maze
Student

MUO-E8012 - Design for Government, 26.02.2019-21.05.2019

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Grades

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