2018

Gearing up the level of systems oriented design in public sector: Case, experiences and learning from Stimulab innovation program

Paulsen, Adrian, Wildhagen, Benedicte and Sevaldson, Birger

Welcome

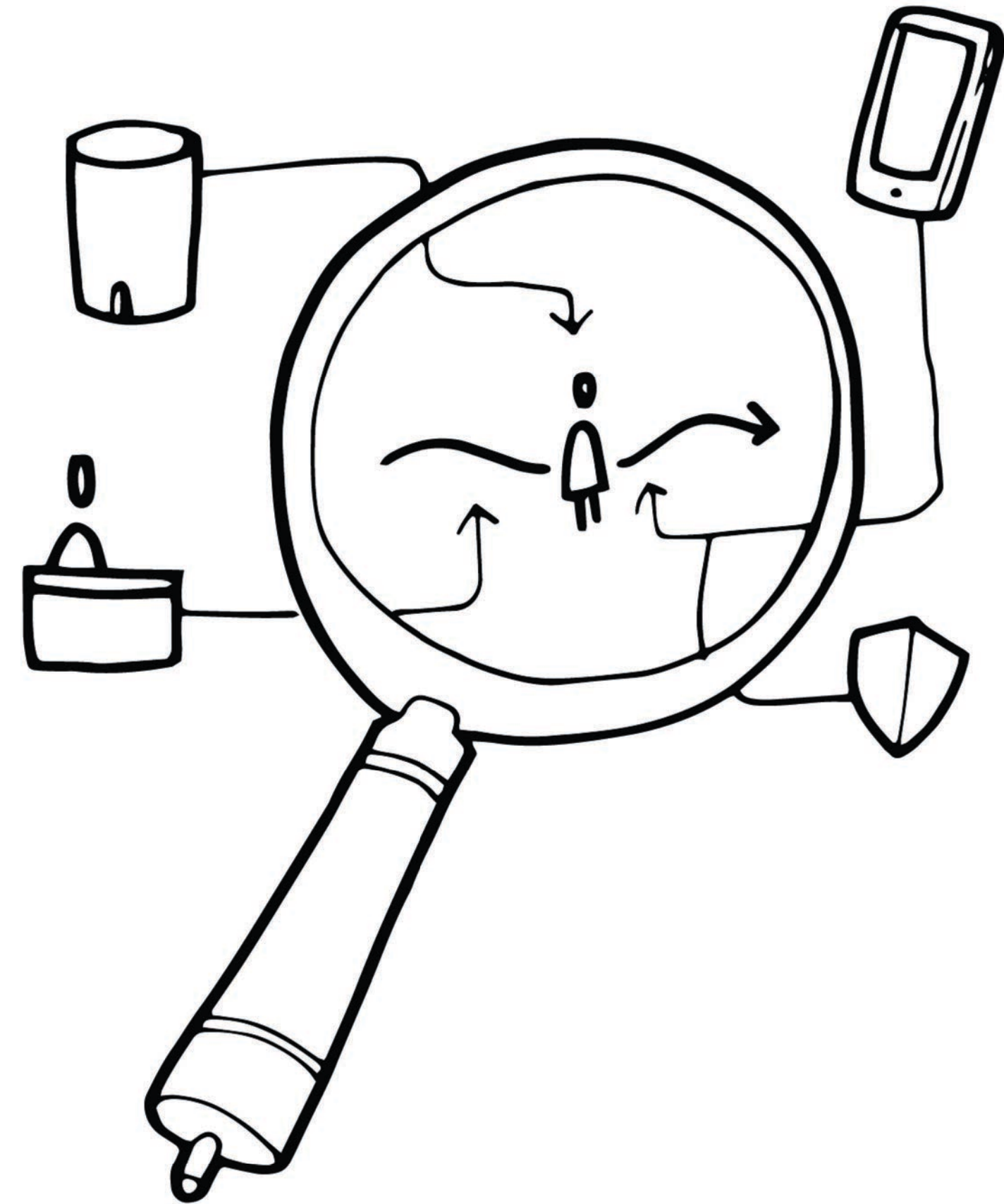# Gearing up the level of systems oriented design in public sector

Adrian Paulsen, Designer Halogen

Benedicte Wildhagen, Designer - Adviser, Design and Architecture Norway (DOGA)

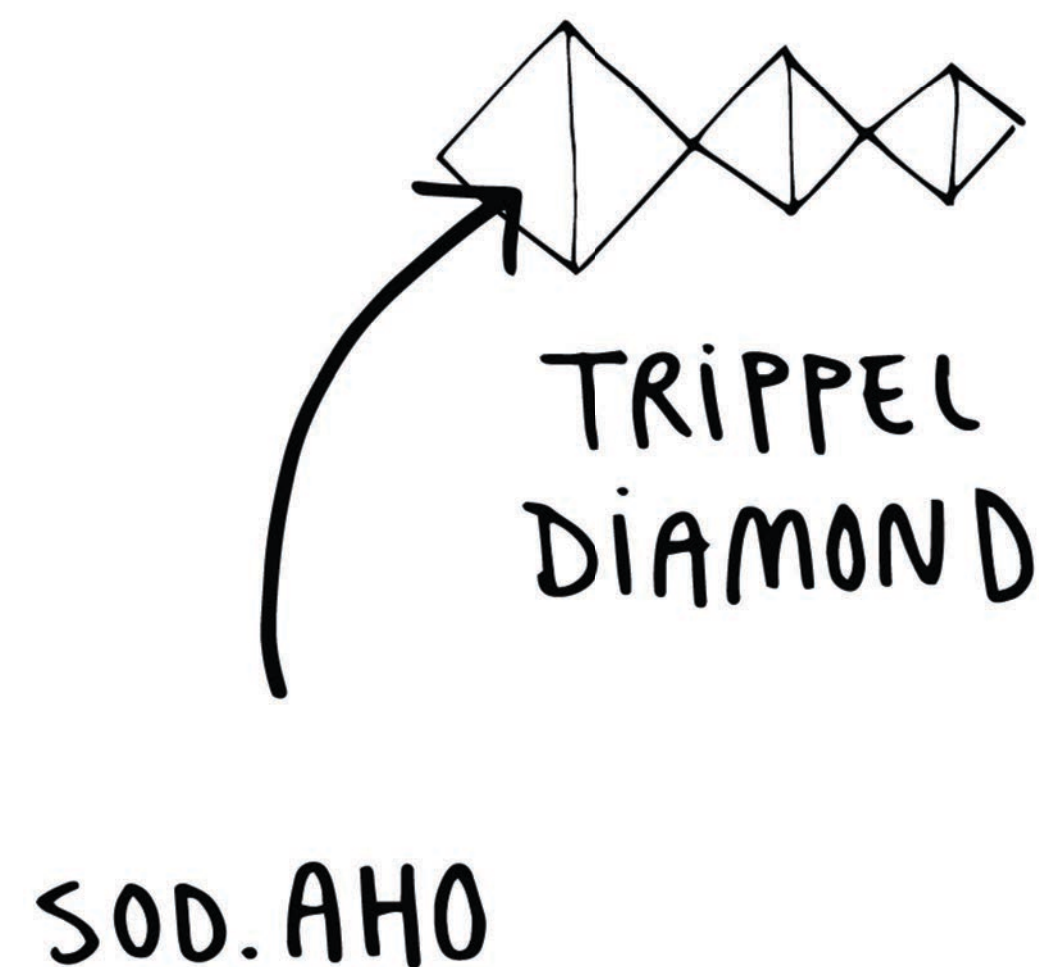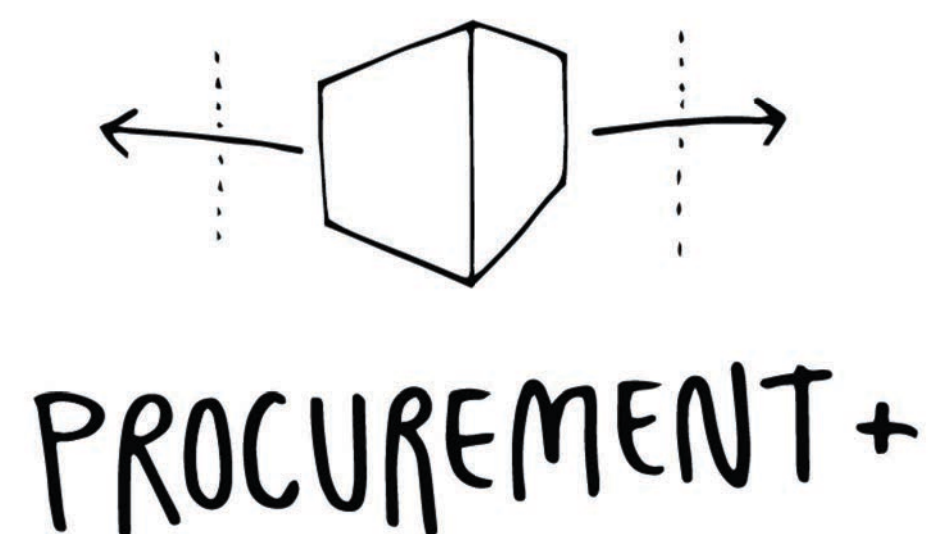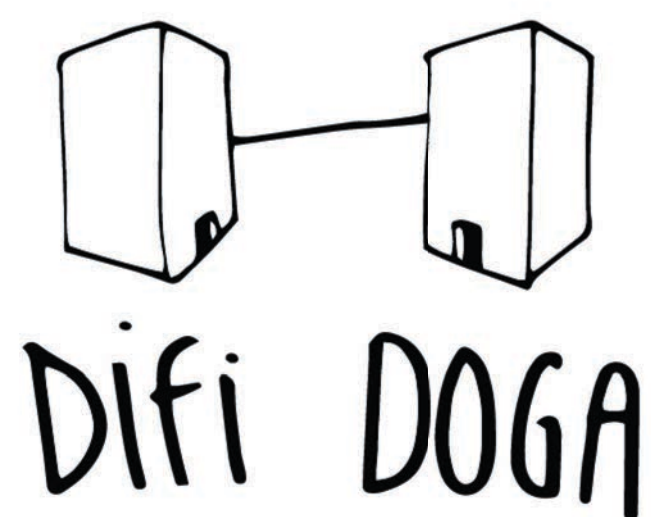Birger Sevaldson, Professor, Oslo School of Architecture and Design (AHO)

Stimulab 1.0 (2016-17)
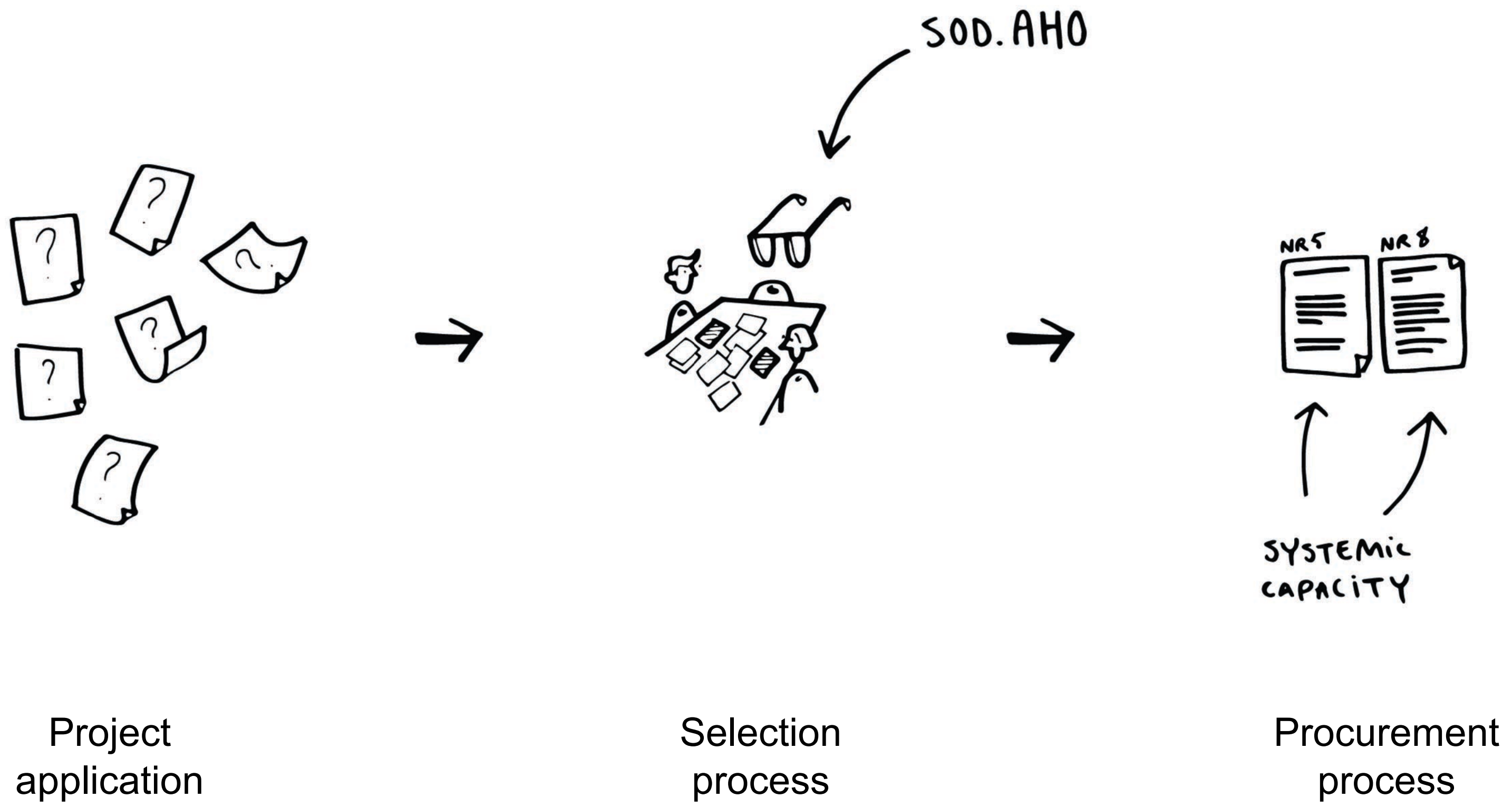
NOK 5 + 5 Mill.

(Ministry of Local Government and Modernisation)

Difi DOGA

PROCUREMENT+

TRIPPEL DIAMOND

SOD.AHO

Pre project

SOD.AHO

NR 5 NR 8

SYSTEMIC
CAPACITY

Project
application

Selection
process

Procurement
process

New partnerships

Structure   Flow   Relationships
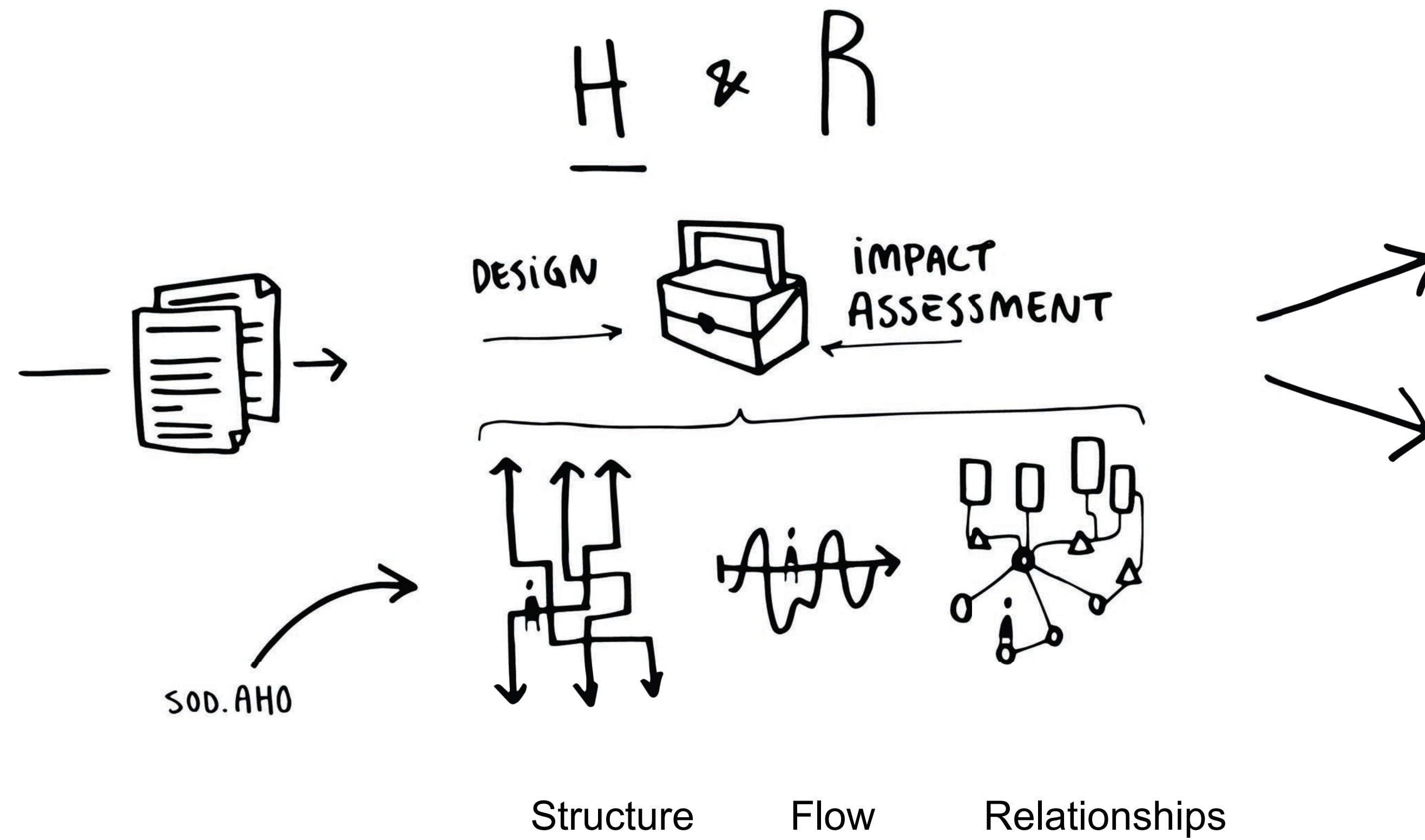
Public responsibility to reduce human trafficking

BEFORE
- Fragmented public- private system
- Must answer to EU critique
- Costly attempts to improve with limited effect

DURING
- Establishing a shared understanding and place to intervene
- Service improvement

AFTER:
- Whole picture system strategy
- Introduced learning and governance capabilities
- Introduce new public private baseline service journey - national

Manage citizen's right to drive

BEFORE
- GDPR compliance
- Behind on digitalization
- Know problem – analysed repeatedly for the last 10-15 years, but unable to improve
- Multiple part owners, fragmented service

DURING
- Finding the flex and the right place to start

AFTER:
- Program concept with digital roadmap
- Secured large funding based on StimuLab results – NOK 15,8 mill.
- Successfully moving on to next phase

Halogen
DOGA AHO

StimuLab
Driver licence
Complex issues!

Paul Chaffey
State Secretary to the Minister
of Local Government and
Modernisation

I sense an extremely
**constructive culture for
cooperation**, where everyone
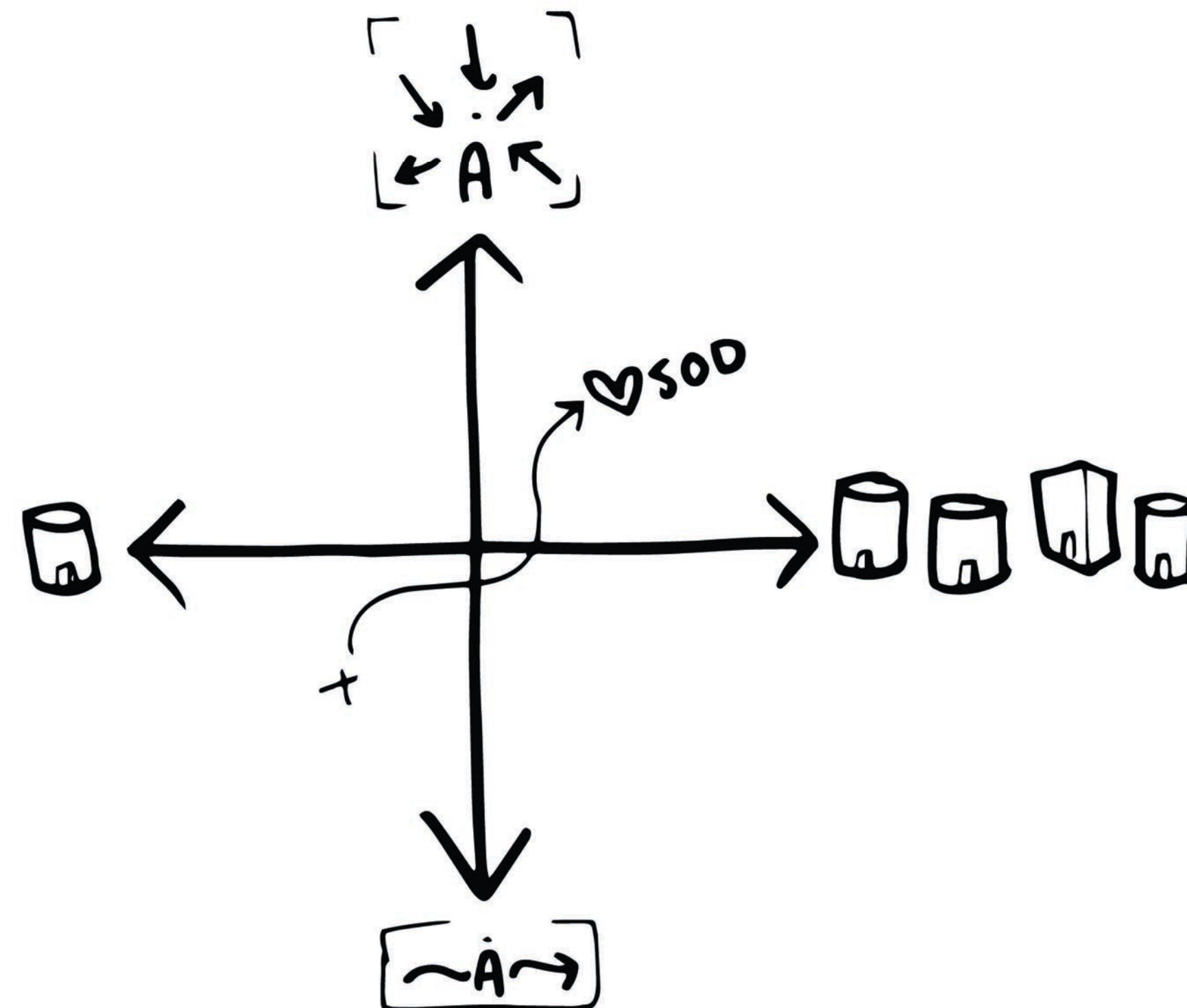pulls in the **same direction**.
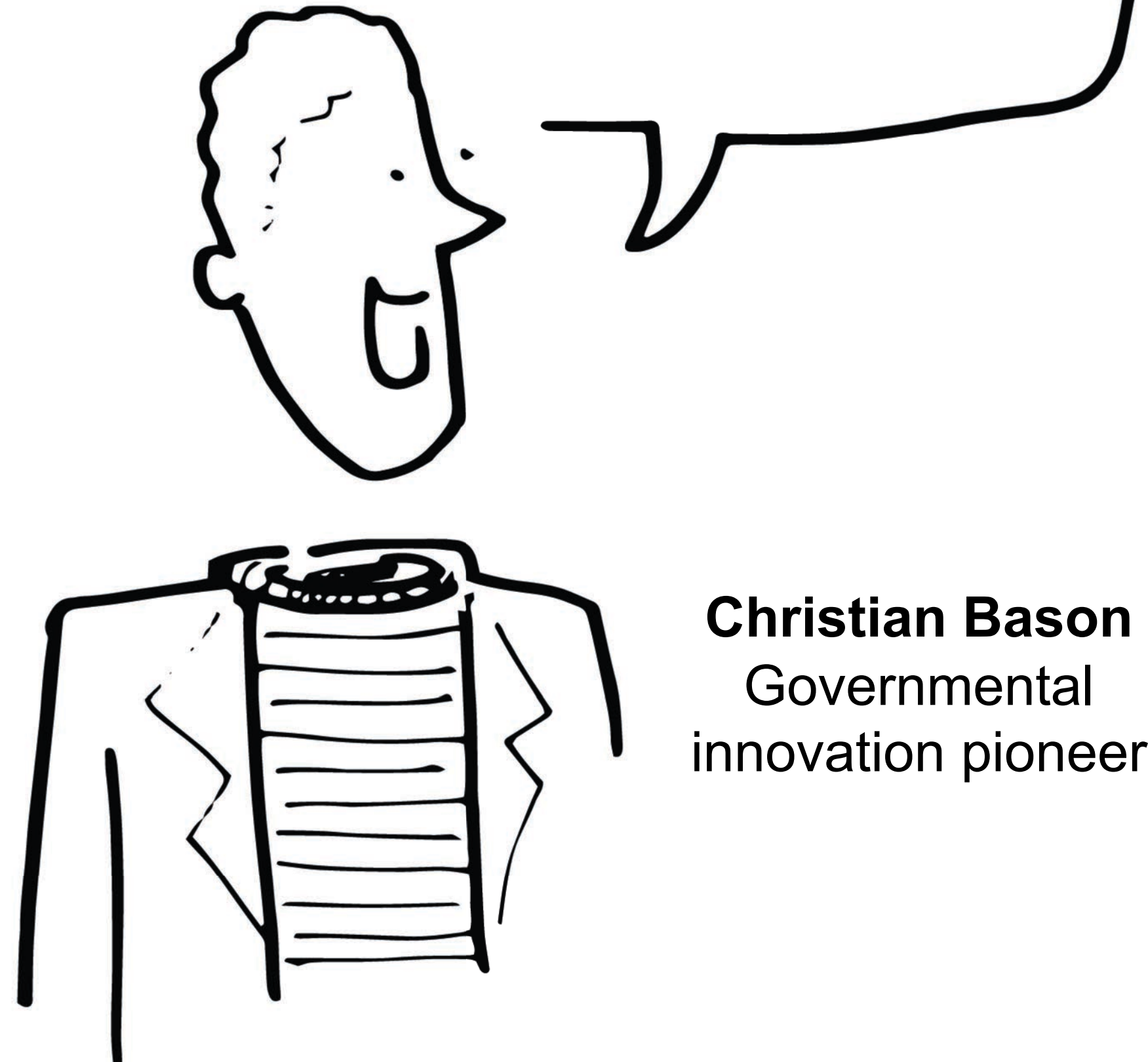
Christian Bason
Governmental
innovation pioneer

Stimulab 3.0 (2019)

NOK 20 Mill.

(Ministry of Local Government and Modernisation)

SOD momentum

AHO   HALOGEN   #STimuLAB

From **academic curiosity** to a methodology in use, untangling large scale public issues.

Now in high demand!