

Annual Public Sector Innovation Lab: Innovation Updates, Business Cases and Practical Tools

Barcelona (ES), 1-2 December 2016



Erasmus+



European Institute of Public Administration
Institut européen d'administration publique

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Nesta...



Introduction

Target group

This annual programme is addressed to public officials and (political) leaders at the forefront of public service design and/or modernisation and reform efforts from all levels of public administration, as well as to policy officers, staff from NGOs, think tanks and other bodies who are eager to learn how to create innovative and radically new policies, services and architectures responding to specific local, regional or national challenges.

Description

Facing increasingly complex challenges, continued tight budgets and high(er) demands by citizens and the private sector, the public sector needs and seeks to innovate. Changes towards more collaborative ways of working, or developing new approaches in decision-making and from service design to delivery can be found in many administrations. New ways of communication and governance models to avoid bureaucracy and excessive control are high on the public/political agenda. EIPA Barcelona invites you to this annual PSI 'lab', which will pave the way towards more strategic and systematic approaches to innovation. This year it will include the reform potential of **digital technologies and open data**, leading-edge methodologies such as **behavioural insights, co-creation and design-thinking for innovative policy-making** and improved public services as well as the **building of (local) innovation systems and its management**.

Participants will actively apply and be familiarised with two different leading practical innovation methodologies – design thinking and innovation strategy approaches – to gain inspiration and tools that can be applied to their own national, regional or local contexts. These interactive

workshops will be accompanied by first hand examples of public sector innovation drawn from various sources such as EIPA's European Public Sector Award (EPSA) or the EC's Toolbox for Quality of Public Administration. The Lab's location, the City of Barcelona, as a European Capital of Innovation will proudly showcase its potential and experience in this field with achievements such as the **Barcelona Design Centre (BCD)**.

Learning methodology

This two-day activity will combine presentations and practices – such as a panel session and two 'Public Sector Innovation Lab' workshops – to present tools and methodologies to define and manage innovation in participants' own organisations. Participants will thus work with two different approaches and learn how to co-design innovative user-centred services and how to develop an Innovation Agenda: from defining challenges, to ultimately converting them into projects ready for launch.

Objectives

This practice-oriented seminar aims to provide participants with a sound background to the main innovation challenges and trends in the public sector, as well as successful existing and rewarded innovation cases regarding service delivery, regulation and policy-making. In addition, participants will get an overview of up-to-date innovation trends, methodologies and tools used by international institutions such as the **European Commission** as well as by cutting-edge organisations such as **Nesta** and **Gartner**. Participants will acquire the skills to formulate challenges, co-create and co-design new services, to draft an innovation agenda based on a simulation exercise, and ultimately learn how to develop (successful) innovation projects.

Programme

THURSDAY 1 DECEMBER 2016

09.15 **Opening and welcome: introduction to the programme, objectives, and methodology of the seminar**

Alexander Heichlinger, Expert, EIPA Barcelona
Julia Bosse, Research Assistant, EIPA Barcelona
Isabel Roig, Director-General, Barcelona Design Centre (BCD)

Public sector innovation updates, challenges, strategies and practices

09.35 **Tapping into the innovation potential of the public sector**

- Innovation challenges and trends in the public sector
- Different approaches, obstacles, bottlenecks of PSI
- Good practices and working solutions of public innovators, change agents and platforms across Europe

Alexander Heichlinger and Julia Bosse

10.30 Coffee break

11.00 **Panel: New insights for public sector innovation / modernisation**

Introduced and chaired by:
Agustí Colomines, Director, Catalan School of Public Administration (EAPC)

Behavioural insights

Xavier Troussard, Head of Unit, EU Policy Lab by the JRC, Brussels

Technology insights and digital innovation

Jordi Escalé, Executive Partner, Gartner, Barcelona

Skills and capability insights for PSI

Jesper Christianson, Nesta i-School, London

Open debate

13.00 Joint lunch

Public sector innovation tools

14.30 **Workshop 1: Designing (for services) and prototyping**

Practical break-out session to introduce design principles and tools, plus an opportunity to explore and test them against real service challenges

Conducted by:

Bas Leurs, Head of Learning Experience Design, Nesta, London

17.00 **Business panel on successful innovation practices in the public sector**

Chaired by: *Julia Bosse*

Inés Peláez, Project Design Manager, Barcelona Design Centre

Itziar Pobes, Co-founder, We question our project, Barcelona

17.45 **End of the first day**

20.30 Official seminar dinner, incl. a dinner speech by a Member of 'Future Minds':

Jordi Marin, Director General, Microsoft Catalonia

FRIDAY 2 DECEMBER 2016

09.15 **Workshop 2: How to define and build your innovation agenda: Innovation DNA and public innovation toolkit**

Practical break-out sessions facilitated by:

Roc Fages and Joan Cortés, Bee&Butterfly

09.30 **Group breakout tool 1: defining and selecting innovation challenges**

10.30 **Group breakout tool 2: from challenges to real project(s)**

11.30 Coffee break

12.00 **Group breakout tool 3: project conceptualisation and business model of the project**

13.00 **Elevator pitch of the projects to the plenary and final summary**

13.30 **Closure of the 2016 PSI Lab and handing out of EIPA certificates**

14.00 **Farewell lunch and end of the seminar**

15.30 Guided city walking tour of the old city (optional)

Experts

(in alphabetical order):

Julia Bosse

Julia Bosse is a Research Assistant and Co-Project Leader at EIPA Barcelona and was involved in the three last editions of the European Public Sector Award (EPSA 2011, 2013 and 2015). Since 2012 she has worked on related activities in the area of administrative and institutional capacity building and innovation in the public sector. She is co-editor and co-author of the last two EPSA publications as well as co-author of the book 'In Search of Local Public Management Excellence. Seven Journeys to Success', all published by EIPA. Furthermore, she supports and coordinates the activities of the European City Economic and Financial Governance (CEFG) Group.

Jesper Christianson

Jesper Christianson is a Senior Programme Manager in Nesta's Innovation Skills team. In this role, he is running programmes that explore new avenues in the fields of social, public and government innovation. Prior to joining Nesta, Jesper worked at Danish cross-public innovation unit MindLab for seven years. He founded and directed its research programme that captured, analysed and communicated the learnings from across MindLab's project portfolio. He also managed MindLab's international collaboration, and has worked with and advised several governments, public agencies and international institutions. Jesper holds a Ph.D. in Anthropology with a thesis focusing on embedding human-centred innovation practices in public sector organisations. He also holds a Master's degree in Anthropology from Aarhus University and an additional degree in journalism from the Danish School of Journalism.

Agustí Colomines

Agustí Colomines is Director of the School of Public Administration of Catalonia, Associate Professor in Contemporary History at the University of Barcelona (UB) and a writer. Furthermore, he is Academic Chairman of the Josep Termes UB Chair on Leadership, Citizenship and Identities and Member of the Association for the Study of Ethnicity and Nationalism (ASEN) at the London School of Economics. Prior to that, he was Dean of Arts and Humanities Studies at the Open University of Catalonia (UOC), Director of the Catalan UNESCO Centre and President of the Linguapax Institute. He holds a MA and PhD in history.

Joan Cortés

Joan Cortés is a Partner at Bee&Butterfly (www.beeandbutterfly.com). He has a wide cross-industry experience, having worked previously for the public sector and for both, large and small and medium enterprises, in the following sectors: utilities, automotive, insurance, electric consumer goods, etc. Moreover, Joan worked as a corporate entrepreneur in the media sector, as Business Development Director in a leading e-learning firm, and before that, as a Public Service Manager. He is a speaker and trainer on innovation management, business strategy and related soft skills for companies such as Suez, Zurich Global Corporate, CocaCola, INAP, the Government of Catalonia, etc. His fields of expertise are: innovation funnel design and management, business modelling, innovation indicators and measurement, innovation culture and DNA, new business development, innovation governance and leadership.

Jordi Escalé

Jordi Escalé is an Executive Partner at Gartner with more than 25 years of experience in IT, strategic marketing, CEO and corporate management positions. He has focused on providing CxOs and senior IT executives with strategic research, coaching and advisory services through Gartner Executive Programs to deliver business value and great results. Jordi held various leading positions at TELEFONICA, VilellaRahn Holding and INFOJOBS. During the last five years, he was CIO of the Catalan Government and CEO of the Catalan Telecommunications and IT Centre, which is the public entity running all IT in the Government of Catalonia (7.5M citizens). In this position, he achieved outstanding results in efficiency (25% reduction, more than 150M Euro/year), public-private collaboration, transformation of ICT services and digital business transformation, creating new digital services and relationships with citizens, and changing management considering information as an asset. This new ICT model for Catalonia was awarded as EPSA 2013 Best Practice and Nominee. Additionally, he is an Associate Professor at ESADE Business School and frequent speaker at professional conferences and is European CIO of the Year 2016 chosen by CIONET.

Roc Fages

Roc Fages is a Partner at Bee&Butterfly (www.beeandbutterfly.com), and works in the area of innovation, market strategy and corporate change for the private and public sector. Over the last seven years he has carried out several consultancy and advisory assignments in terms of defining and developing innovation and growth processes with a results-oriented focus. He mentored numerous start-ups in national (Start-Up Catalonia, Ship2B) and international (Booster Up Chile) platforms. Furthermore, he co-founded Cink Shaking Business, a social network strategy company for business and governments. Previously, he worked in the media sector for multimedia projects and online strategy with a specific focus on e-Government.

Alexander Heichlinger

Alexander Heichlinger is Senior Faculty Member – Expert – at EIPA Barcelona and Co-Founder and – Chair of the European City Economic and Financial Governance (CEFG) Group (2014-). Currently, he is also Member of the Executive Board of the Austrian Business Circle (ABC) in Catalonia and Member of Future Minds, an informal group of innovative thinkers and doers, and was the Manager of the European Public Sector Award (EPSA) 2009-2014. Over the last 20 years, he has led and delivered numerous assignments for public sector organisations from across Europe, as well as for the European institutions and other international organisations, e.g. resource reference in the 2012 edition of the UN Public Service Award Day; Jury Member of the Living Labs Global Showcase Award; Member of the EC Steering Committee on Assessment of ACB interventions and future needs in the context of the European Social Fund; and Deputy Head of the European eGovernment Awards scheme (2001-2005), EC DG Information Society. He has published twelve books in his fields of expertise and received the Dubai Public Excellence Award in 2012 for his merits.

Experts

Bas Leurs

Bas Leurs is Head of Learning Experience Design in the Innovation Skills team. His role is to ensure that Nesta's learning experiences – whether online or face-to-face – are high quality, impactful, and engaging. Before joining Nesta, Bas spent over a decade as a lecturer, programme leader and researcher for the Multimedia Design course at Rotterdam University. He played a key role in the curriculum development, and also co-authored the course's national qualification profile. Areas Bas has taught on include: design research, design theory, service design, interaction design and visual design. His research focused on design pedagogy and human-centred design methods and tools. Prior to his work at Rotterdam University, Bas lectured in interaction design at Avans University (Breda, NL), co-founded a design agency and worked as a freelance interaction designer. Bas holds a Bachelor's degree in Graphic Design from the Royal Academy of Art in The Hague and a MSc in Design for Interaction from Delft University of Technology, where his research focused on tools for developing shared understanding in networked innovation.

Inés Peláez

Inés Peláez is a Project Design Manager at Barcelona Design Centre (BCD). In this role, she designs and manages international projects and events related to strategic development, service design and communication. She is currently coordinating the Social Innovation & Design Programme at the Foundation and is curating the Barcelona Design Week. In addition, she teaches Design Management and Strategy classes for visual and business designers at IED Istituto Europeo di Design and at LCI Design School and has participated in several workshops related to service design, including Holis Summer University in Hungary. Prior to that, she managed the design and communication strategy in several companies (design management, strategy, branding, corporate communication...). Furthermore, she coordinated the DAA Design for Active Ageing, a European project that brought together eight cities determined to develop sustainable solutions for demographic aging by sharing best practices and utilizing the process of service design. Inés has a degree in Industrial Engineering from the UDC (A Coruña University), a Master's Degree in Design and Communications from Pompeu Fabra University (ELISAVA School of Design) and a Postgraduate Degree on Design Management (Polytechnic University of Catalonia).

Itziar Pobes

Itziar Pobes is a Service Designer and Co-founder of We Question Our Project. She works mainly with local and regional governments in service projects with a digital twist. She lectures Design Thinking and Service Prototyping at the Bau Design School of Barcelona. She has also been a visiting lecturer on Service Innovation at the School of Public Administration of Catalonia and at the Centre d'Estudis Jurídics i Formació Especialitzada (CEJFE), as well as at the Mondragon University and at the San Francisco University in Quito (Ecuador). Itziar promotes the field of public service design by hosting the Barcelona GovJam (<http://www.barcelonagovjam.org>). Additionally, she is a regular speaker at events such as Service Design in Government (<http://govservicedesign.net/2015/>). Itziar holds a Postgraduate

degree in Design Thinking and Innovation and is currently finishing a MBA in Service Innovation and Design at Laurea University of Applied Sciences in Finland.

Isabel Roig

Since 2000, Isabel Roig has been the General Director of the BCD Barcelona Design Centre, an organisation focused on economic and social value creation through design and its role in innovation and sustainable growth. Her previous professional experience has provided her with the insights required to develop successful and innovative strategies for the Centre. In 2006, she founded Barcelona Design Week. She was a member of the European Design Leadership Board appointed by the European Commission, and the President of BEDA (Bureau of European Design Associations). Currently, she is a member of the Steering Committee of the World Design Weeks Network.

Xavier Troussard

Xavier Troussard is Head of the newly created "Foresight, behavioural insights and design for Policy" Unit at the Joint Research Centre of the European Commission (EC). His main mission is to support policy making at EU level with insights from anticipation disciplines (horizon scanning, foresight) and behavioural sciences and to promote design approaches through the running of a policy innovation laboratory - the EU Policy Lab. He joined the Commission in 1989 at the DG for Information, Communication, Culture and Audiovisual where he represented, among others, the EC in the negotiation of the 2005 UNESCO Convention on the protection and promotion of the diversity of cultural expressions. As Head of the 'Culture policy, diversity and Intercultural dialogue' Unit in the DG for Education and Culture and later as acting Director he developed various strategies for the culture and creative industries and contributed to the shaping of the EU Creative Europe Programme and managed its MEDIA sub-programme. Xavier graduated in Law and General Administration from the University of Rennes (France) and from the College of Europe in European Studies (Bruges, Belgium).

Project Leaders

Alexander Heichlinger
Expert, EIPA Barcelona
Tel.: +34 93 245 12 02
E-mail: a.heichlinger@eipa.eu

Julia Bosse
Research Assistant, EIPA Barcelona
Tel.: +34 93 245 12 05
E-mail: j.bosse@eipa.eu

Organisation

Marta Gracia
Programme Organiser
C/ Girona, 20
ES – 08010 Barcelona
Tel. +34 93 245 13 13
E-mail: m.gracia@eipa.eu
www.eipa.eu/regions

General Information

Programme

The programme will commence on Thursday at 09.00 and will finish on Friday at 15.30.

Seminar venue

Hotel Silken Diagonal
Avda. Diagonal 205
ES - 08018 Barcelona
Tel: +34 93 489 53 00
E-mail: convenciones.diagonal@hoteles-silken.com
www.hoteles-silken.com

Working language

The seminar will be conducted in English.

Fee

EIPA members' fee*: €900
Regular fee: €1000

The participation fee includes documentation, two lunches, a dinner, certificate of attendance and a guided walking tour. Accommodation and travel costs are at the expense of the participants or their administration. For more information, please visit EIPA's website: <http://seminar.eipa.eu> (FAQ - special discounts).

* EIPA Members can take advantage of a reduced fee; this is available to all civil servants working for one of EIPA's member countries (i.e. AT, BE, BG, CY, CZ, DE, DK, ES, FI, FR, GR, HU, IE, IT, LT, LU, MT, NL, NO, PL, PT, SE, UK), and civil servants working for an EU institution, body or agency.

Hotel reservations

EIPA Barcelona will be pleased to make reservations for you at the same hotel where the seminar will take place, and where special rates apply for EIPA participants:

Hotel Silken Diagonal

Avda. Diagonal 205
ES - 08018 Barcelona
Tel: +34 93 489 53 00
E-mail: convenciones.diagonal@hoteles-silken.com
www.hoteles-silken.com

Rates of room with breakfast buffet included:

- €117 Double room for single use, breakfast buffet and 10% VAT included
- €131 Double room, breakfast buffet and 10% VAT included

Should you wish to make use of this possibility, please indicate the dates of arrival and departure on the registration form as well as the type of room required. Payment is to be made directly and personally to the hotel upon checking out. Please note that if you register after the deadline, hotel reservations cannot be guaranteed.

Meals

Should you require a special menu (e.g. vegetarian, diabetic), please inform the Programme Organiser so that this can be arranged.

Registration

Kindly complete the online registration form which can be found on EIPA's website <http://seminars.eipa.eu> before **22 November 2016**.

Your name and address will be part of EIPA's database for our mailing purpose only. If you do not want to be included in our mailing database, please tick the box on the registration form.

Information

European Institute of Public Administration, EIPA Barcelona
Marta Gracia, Programme Organiser
C/ Girona, 20 - 08010 Barcelona (ES)
Tel.: +34 93 245 13 13
E-mail: m.gracia@eipa.eu

Confirmation

Confirmation of registration will be forwarded to participants on receipt of the completed registration form. Moreover, when it is confirmed that the seminar will take place, the participant will receive a confirmation letter by e-mail from the Programme Organiser, with some other details.

Payment

Prior payment is a condition for participation. Please indicate the method of payment on the registration form. For cancellations received within 15 days before the activity begins, we will have to charge an administration fee of €150 unless a replacement participant is found.

Cancellation policy

EIPA reserves the right to cancel the seminar up to two weeks before the starting date. EIPA accepts no responsibility for any costs incurred (travel, hotel, etc.). For EIPA's cancellation policy, please visit our website <http://seminars.eipa.eu> (FAQ - legal notice).

Registration Form

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Surname: Title: M/F
First name:
Organisation:
Department: Current position:
Work address:
Postal code & Town: Country:
E-mail address: Telephone number:

Invoice information

Organisation:
Fiscal number/NIF:
Department:
Address:
Postal code & Town: Country:
VAT number: Your reference number:
E-mail address:

Payment - 1660401

The fee includes participation in the seminar, documentation, two lunches,
a dinner, certificate of attendance and a walking sightseeing tour.

- €900 (EIPA members' fee)
 €1000 (Regular fee)

Method of payment

Bank transfer

Credit card

American Express card Eurocard/Mastercard Visa card

Card number: Expiry date: /

Name card holder: (in case this differs from above)

Address card holder: (in case this differs from above)

Postal code: Country: (in case this differs from above)

Card Validation Code: (the last three digits on the back of your card)

Exempt from VAT by virtue of Article 11, Para. 1 (o), Sub-para. 2 of the Dutch Law on VAT of 1968

Hotel reservation

Please book for me at Hotel Silken Diagonal Barcelona

Double room for single use

Date of arrival: Date of departure:

Double room

Number of nights: No hotel reservation required

Meals

Vegetarian → Fish allowed → Other dietary requirement:

Kindly complete the online registration form at <http://seminars.eipa.eu> before 22 November 2016

Marta Gracia, Programme Organiser, European Institute of Public Administration - Barcelona, c/ Girona, 20, 08010
Barcelona, tel.: +34 93 245 13 13, e-mail: m.gracia@eipa.eu, www.eipa.eu



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Please tick if you do not want to be included in our mailing database.