

EHDM PERUGIA WORKSHOP



ORGANISATION

European House of Design
Management

LOCATION

Perugia, Italy

DATE

17 June 2013

THE EHDM PERUGIA WORKSHOP WAS THE THIRD OF THE EHDM WORKSHOP SERIES AND THE SECOND OF THE SECTORIAL WORKSHOPS, AIMED TO IDENTIFY BARRIERS FOR THE IMPLEMENTATION OF DESIGN MANAGEMENT IN THE PUBLIC SECTOR, FOCUSING ON REGIONAL DEVELOPMENT AND BUSINESS SUPPORT SERVICES.

THE DAY

Marco Liviantoni, the workshop host from Centro Estero Umbria, welcomed the workshop participants and project partners to the Perugia Plaza hotel. Michael Thomson, the workshop facilitator, then introduced the programme of the day. Steinar Valade-Amland from Danish Designers introduced the EHDM project, its aims and objectives and our thinking so far.

The workshop started with a case study presentation about implementing service design in the public sector, after which the attendees were guided through 3 tasks.

PRESENTATION

Building Design Capacity in Silesia Region. Presented by: Karolina Juzwa, Design Silesia, Poland.

In this presentation Karolina described how they introduced service design to the public sector through a series of local projects including the labour office and the regional culture centre. Karolina emphasised the importance of:

- A human-centred approach
- Creativity
- Public engagement
- Testing

The Design Silesia programme has resulted in a service design course in Poland and the project has been awarded the Design Management Europe Award 2012.

TASKS

The day was broken up into 2 tasks;

Task 1. For the first task, all participants were tasked with identifying 5 opportunities and 5 barriers for implementation of design management in the public sector, as a starting point for discussion in task 2.

Task 2. For the final task of the day, the attendees were split into groups tasked with making recommendations on the key challenges and opportunities of integrating design management into public sector ways of working, based on the outputs from task 1.

After their discussions, the teams were asked to present their recommendations back to the room.

The day was concluded with a summary and a thank-you from the EHDM Perugia workshop host: Marco Liviantoni.

MAIN FINDINGS

The main challenges identified during the EHDM the Regional Development and Business Support Services Workshop in Perugia were:

A. Common identity / Shared vision / Mission. In order for design to have an impact on society, individual public sector organisations need to develop a shared vision. If there is no common mission, there might be confusion amongst service receivers and design will continue to be misunderstood.

B. Knowledge on / awareness of design. In order to be able to approach the public sector about design, a much simpler language needs to be developed. Design is misunderstood; it should be promoted as a tool, not an aesthetic approach.

The public administration has lost sight of public services. Design should be applied to return to the original institutional mission of each public sector organisation; to understand the client/citizen needs and deliver services accordingly.

C. Evidence / ROI. How do we measure the impact of design? If there are no tools, no proof to convince top management that design is a sustainable, cost reducing investment, they are not likely to invest in it. Budgets are tight and therefore people are less likely to take risks than ever before. Convincing evidence is needed to motivate public sector organisations to adopt a new way of working.

D. Multiannual planning. One of the main findings from the workshop in Perugia is that there is a big issue concerning multiannual planning in the public sector. Implementation of design in the public sector will be a slow, step-by-step process. Therefore it is extremely important that there is a continuous investment in terms of time and dedicated people/organisations. Ideally, there should be a working group, made up of representatives from varying organisations, that meets regularly to keep design on the agenda.

E. Dissemination facilitation. Because design and design management are new concepts in the public sector, it is crucial that support is available to facilitate dissemination of activities and initiatives. A peer-to-peer network with a case study database could be really useful in this respect.