

2018

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

Paulsen, Adrian and Wildhagen, Benedicte and Sevaldson, Birger

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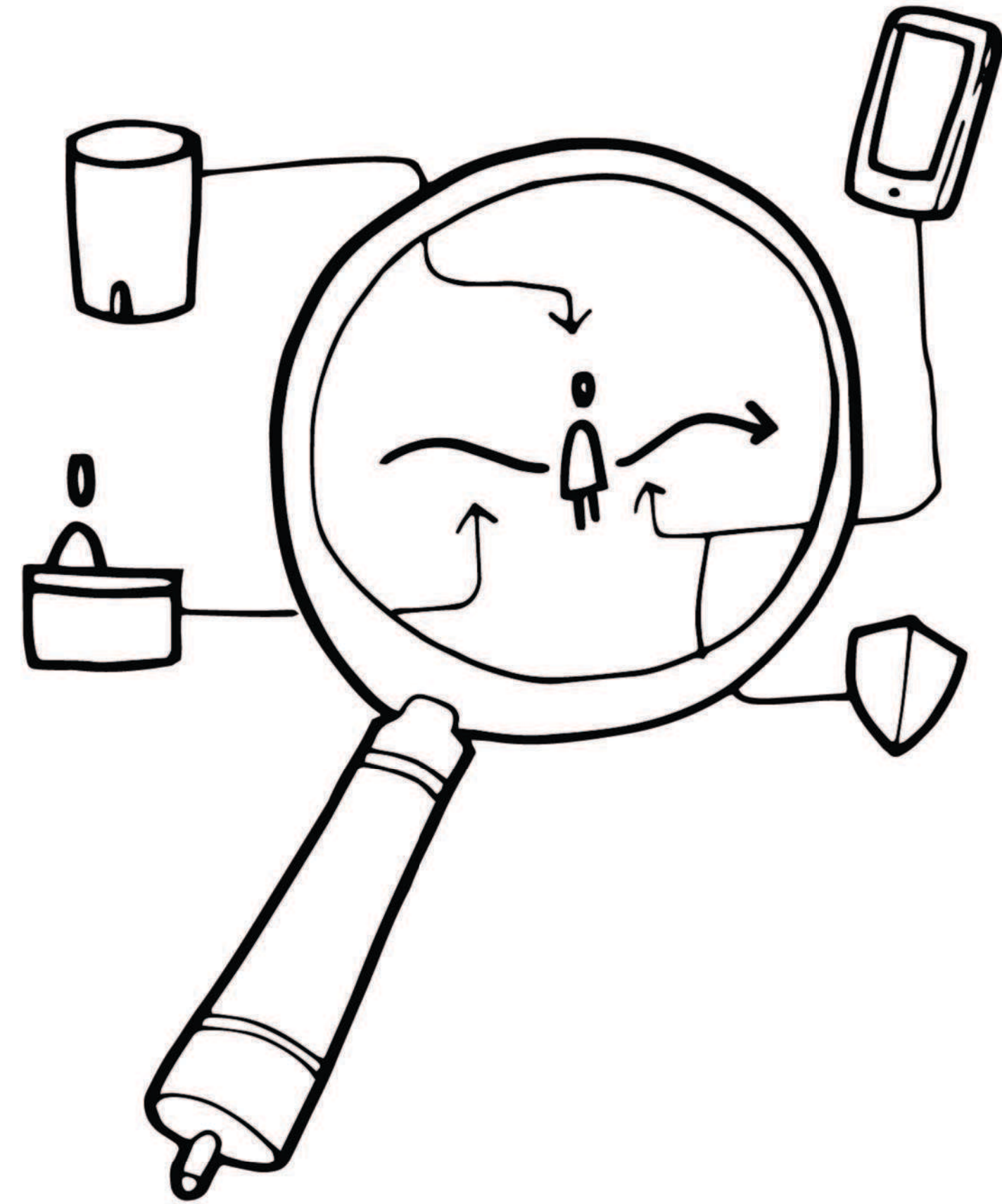
Welcome

Gearing up the level of systems oriented design in public sector

Adrian Paulsen, Designer Halogen

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

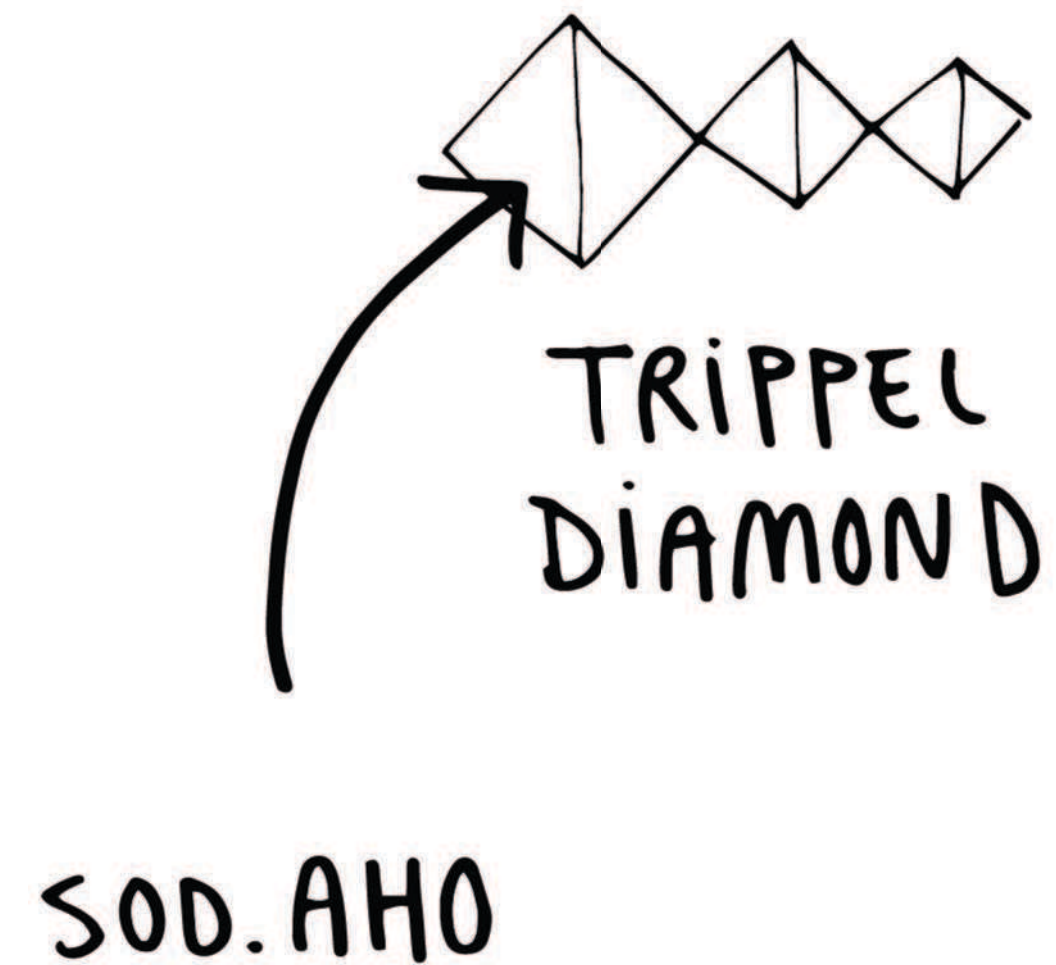
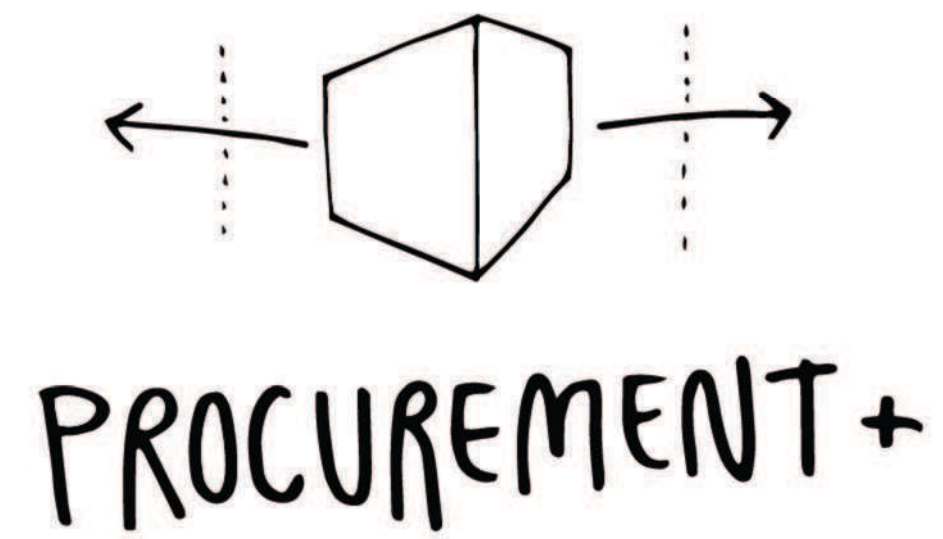
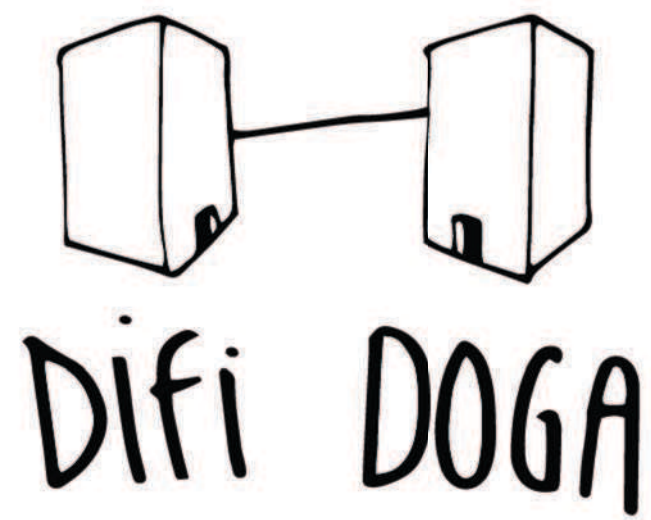
Birger Sevaldson, Professor, Oslo School of Architecture and Design (AHO)



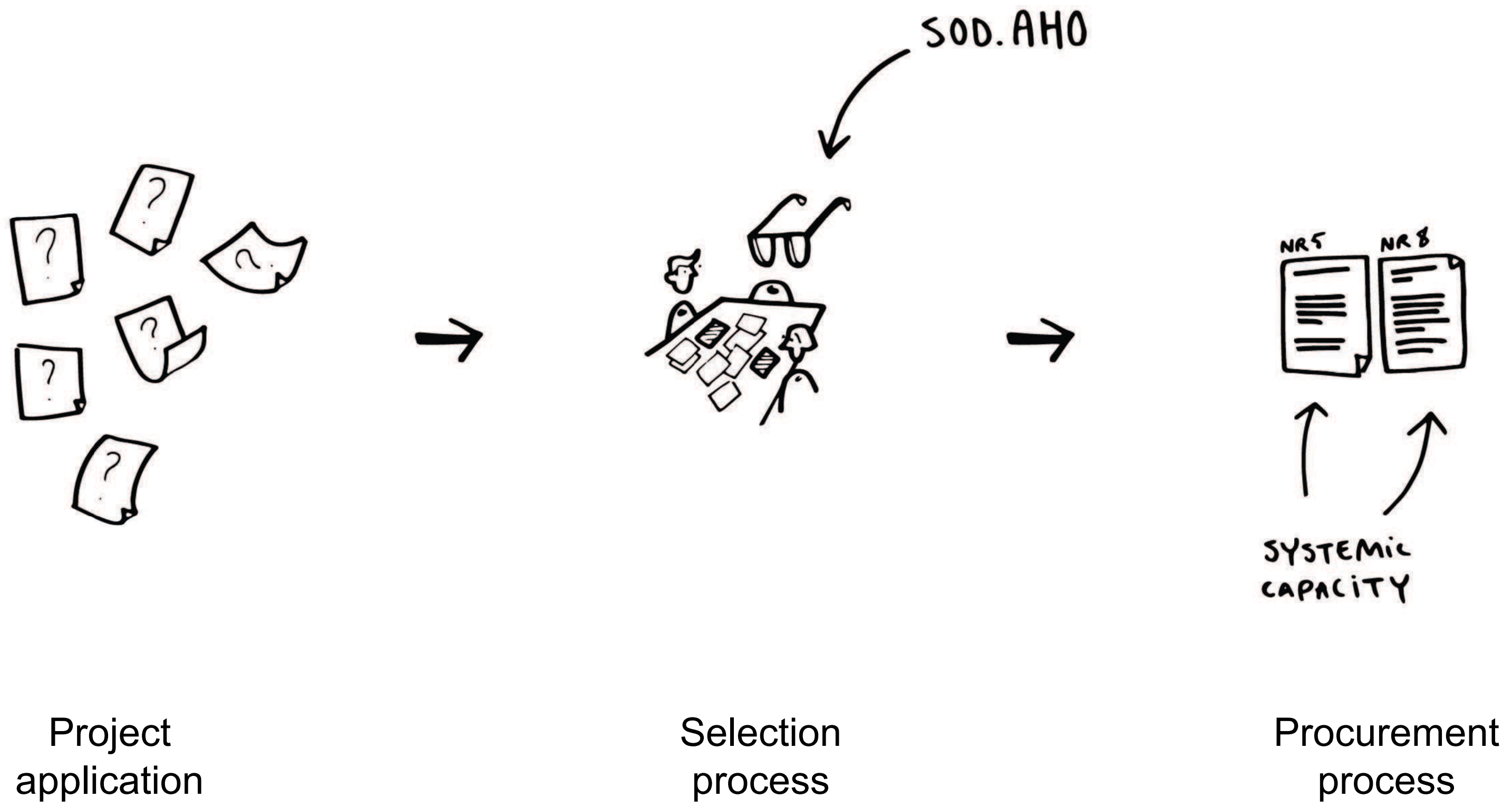
Stimulab 1.0 (2016-17)

NOK 5 + 5 Mill.

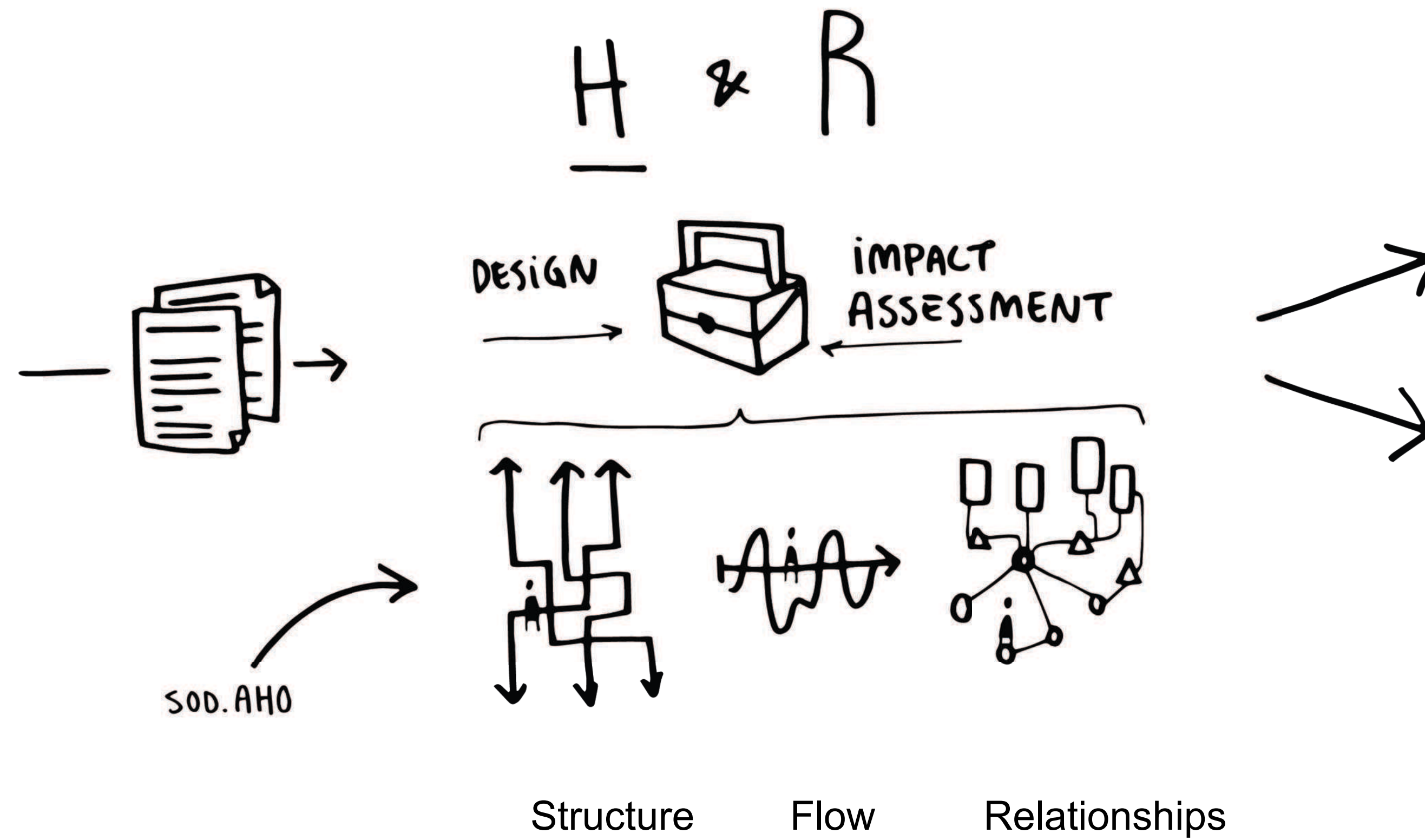
(Ministry of Local Government and Modernisation)



Pre project



New partnerships



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

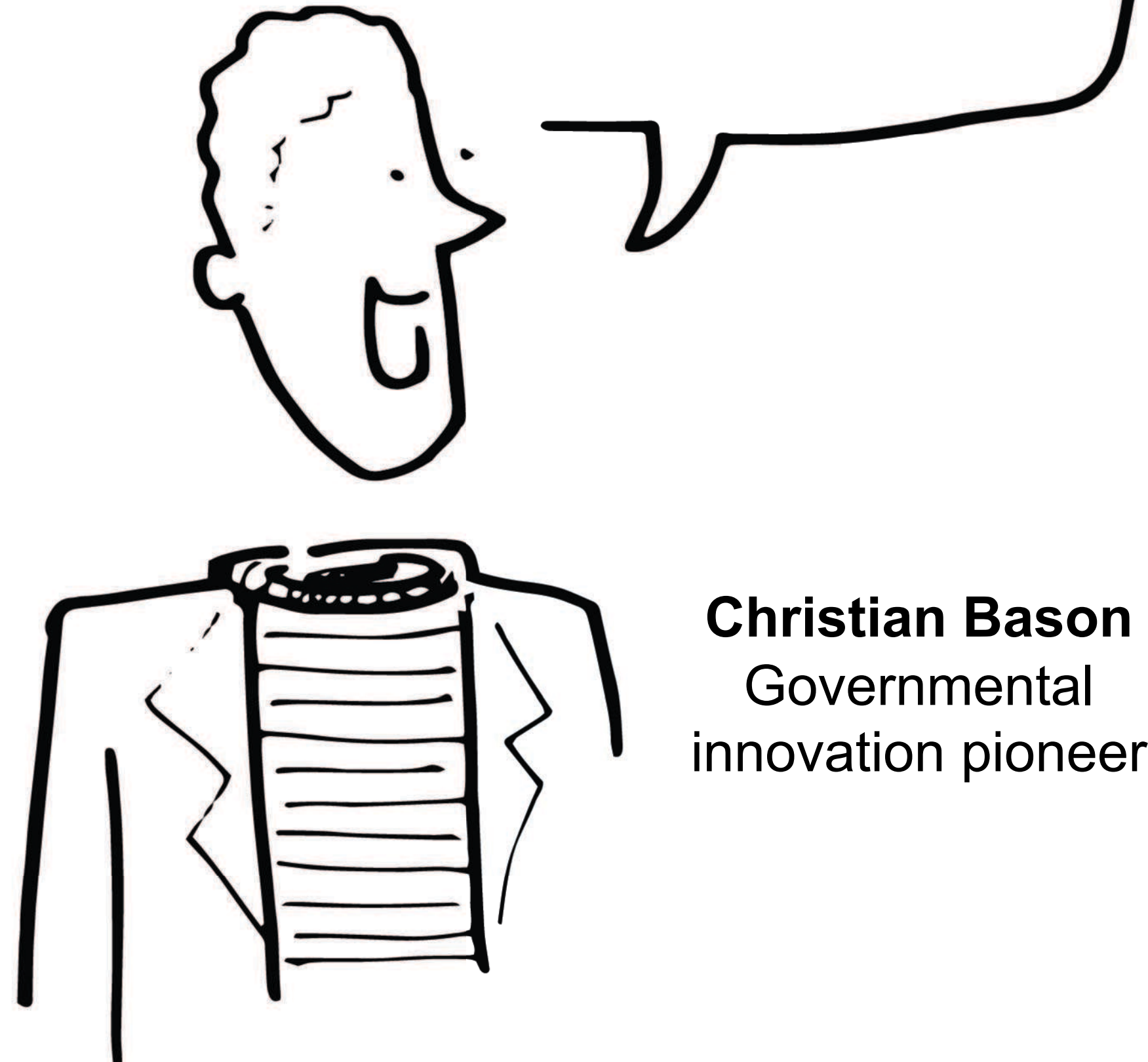
StimuLab
Driver licence
Complex issues!



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



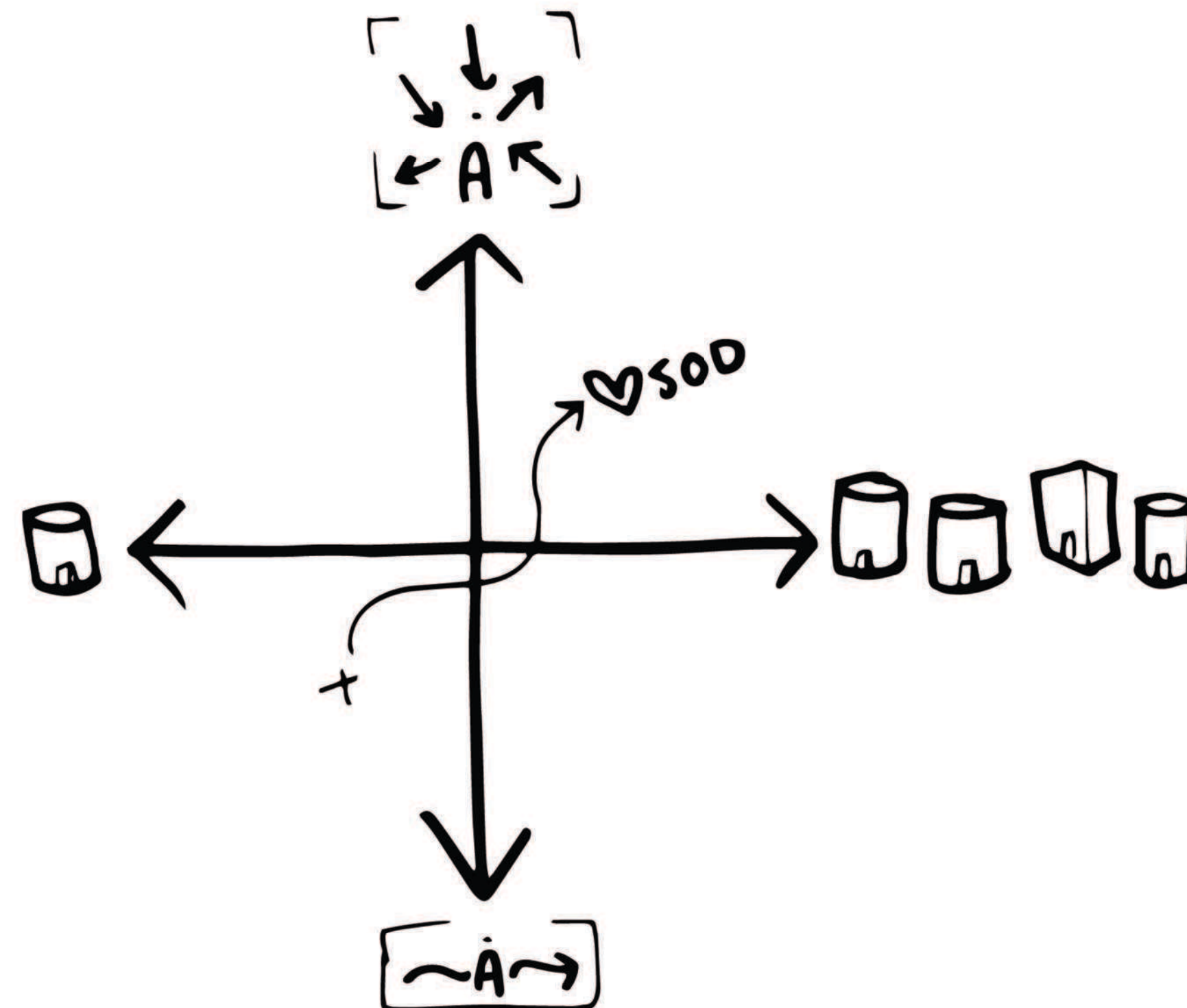
I sense an extremely
**constructive culture for
cooperation**, where everyone
pulls in the **same direction**.



Stimulab 3.0 (2019)

NOK 20 Mill.

(Ministry of Local Government and Modernisation)



SOD momentum



AHO

HALOGEN

#STIMULAB

