

Conference 2024
1–2 October
Helsinki, Finland

Programme booklet

20 Sep 2024

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About the conference

This booklet contains summaries for the sessions of the International Design in Government Conference 2024. The conference will be held in person on Tuesday, 1, and Wednesday, 2 October, at venues around Helsinki, Finland. The conference official language is English, and all talks, sessions, and workshops will be in English. The conference's main theme is 'Systems change and futures'.

Session descriptions

Track 1: Case studies of change making

The track is dedicated to sharing real-world implementations of innovative solutions across various public service sectors and countries. The track highlights practical challenges, insights and successes through specific projects and initiatives.

A systemic government services transformation: the Catalonia study case

Josep Maria Flores Juanpere, Government of Catalonia

Length: 45 mins

Type: talk

Date and time: Day 1 afternoon - 1 Oct at 13:05- 13:50

Venue: Kalasatama

It is not hard to redesign a public service; it just takes a service and a design studio to do it. But how can you redesign a full government? Through some pilot projects, the Catalan Government has tuned its own design thinking recipe and it is using it to redesign its 200 main digital services, by means of a central design unit (in the Ministry of Presidency) that helps the rest of departments in these tasks. The fast, agile method can redesign services in just 2 months, thus enabling a widespread adoption by units that otherwise couldn't devote enough time to improve a wide service catalogue. Moreover, the systemic approach allows to detect sets of procedures associated with a same life event and to redesign them jointly. With efficient coordination of the departments involved, user-centric services emerge that overcome organisational silos.

About the speaker

Name: Josep M Flores

Title: Innovation Manager

Organisation: Government of Catalonia

Josep M Flores is an engineer and Innovation Manager. He manages digital innovation and service design in the Catalan Government.

One step at a time: How the city of Reykjavik navigated through big changes under time constraints

Silja Haraldsdóttir, Valgerður Pétursdóttir and Andri Geirsson, City of Reykjavik, Iceland

Length: 45 mins

Type: talk

Date and time: Day 1 afternoon - 1 Oct at 13:05 - 13:50

Venue: Kalasatama

In 2021, as the volcanic peninsula of Reykjanes awakened from a 800 year beauty sleep, a small team within the city of Reykjavik was also starting to shake the foundations of the city's internal structure.

Our task was to bring Reykjavik into the 21st century within just 3 years. We needed to move quickly, hire a lot of people, establish new units that didn't exist and start working from a process that was still in a testing phase. Thankfully we had already done some prep work and everyone (most people) were on board.

In our talk we'll take you on a hike, up and down the peaks and valleys of the past 3 years. We will share our favourite tools we've added to our backpack and discuss what we have left behind to make it lighter.

Most importantly, we will share the stories of the epic people that embarked on the journey with us and how we've focused on building a strong and resilient team, so we can weather any storm together.

About the speakers

Name: Silja Lind Haraldsdóttir

Title: Team lead of service experience

Organisation: The city of Reykjavík

Country: Iceland

Silja is a team lead of service experience at the city of Reykjavík. With an education in anthropology Silja found her way to service design in the city of Reykjavík 7 years ago. With strong academic practice in qualitative research Silja dived into user research and finding ways to bring the voice of the citizen into a public administrative system. In an ongoing journey to find the balance between deep research diving and quick fixes Silja, now a certified LEGO® SERIOUS PLAY® facilitator, works on building bridges within the city (with or without LEGO) for a good service experience.

Name: Andri Geirsson

Title: Team lead of service design

Organisation: The city of Reykjavík

Country: Iceland

Andri leads a team of service designers and user researchers. Andri joined a newly founded team (of two) of service policy and service design implementation in Reykjavík city in 2018 and has been a part of this journey almost from the beginning. Andri is a creative problem solver and a jack of many trades. One of which is the design and facilitation of workshops and processes based on his education from KaosPilot in Denmark. Andri's most used workshop items are, good background music and masking tape.

Name: Valgerður Pétursdóttir

Title: Design Director of service and innovation

Organisation: The city of Reykjavík

Country: Iceland

Valgerður has been leading a design team at the City of Reykjavik for the past 3 years.

She's been working in digital product and service design for the past 10 years both in London and Reykjavik. Designing products, running workshops and part time teaching at the Iceland University of the Arts and Hyper Island in Sweden. She's a firm believer in collaboration and working together for a better future. But mainly, she just loves being around good people talking about feelings and stuff.

What design maturity looks like and how you can get it

Susan Cullen, Australian Taxation Office

Length: 45 mins

Type: talk

Date and time: Day 1 afternoon - 1 Oct at 14:05 - 14:50

Venue: Kalasatama

The Australian Taxation Office (ATO) has nurtured a design thinking capability for over 20 years. In that time, the application of design thinking has had different locations, different operating models and has been used for differing priorities, including products, services and strategic and systemic design.

This presentation will focus on HOW design and systems thinking are applied to the challenges of the tax, superannuation and registry systems to address silos, achieve an aligned enterprise perspective and cross-agency agreement on innovative solutions.

About the speaker

Name: Susan Cullen

Title: Design director

Organization: Australian Taxation Office

Country: Australia

Susan is a design leader with over 15 years experience in the private and public sectors. She has led transformational service design projects in Victorian Department of Education redesigning the service model for Vocational Education and Training, and in Premier and Cabinet and Family Safety Victoria, working on the response to

the Royal Commission into Family Violence. She is currently Design Director with the Australian Taxation Office, where she led the design efforts into the COVID stimulus measures. Susan has completed the ANZSOG Executive Masters of Public Administration and is completing a PhD in Design in large organisations.

Solutions to an ageing population with speculative design: Living at home longer, with continued quality of life and maintained freedom in activities and social contacts

Christina Karlberg, Municipality of Lidingö; Linda Löfquist, City of Lidingö, Municipality of Lidingö and Susanna Nissar, Eggs Design

Length: 45 mins

Type: workshop

Date and time: Day 1 afternoon - 1 Oct at 14:05 - 14:50

Venue: Kalasatama

As one of Sweden's most innovative municipalities, Lidingö Stad has established new methods to deal with the challenges of an ageing population. We would like to share two approaches that helped us as a municipality to have an innovative approach to the challenge of an ageing population – a Finger inspired Lifestyle program and a Speculative design project where we explore mobility solutions targeting seniors 2035.

We will also step into the future together and lead the participants through the process of speculative design, a method that helps us envision and shape the future that we would like to see. In a workshop setting we create artefacts from the future where elderly people live a healthy, independent and safe life at home for as long as possible

About the speakers

Name: Christina Karlberg
Title: Innovation Leader
Organisation: Municipality of Lidingö
Country: Sweden

Christina Karlberg works as a project manager and innovation leader in Lidingö municipality. In her work, she contributes to finding solutions to the challenges of an ageing population with creative methods such as speculative design and other innovative processes. Previously, she worked with development in the education sector, combining art and technology to create a more exploratory and developmental education for teachers and students.

Name: Linda Löfquist
Title: Head of Operations preventive service and elderly care
Organisation: City of Lidingö, Municipality of Lidingö
Country: Sweden

My name is Linda Löfquist and I am the leader of elderly care and preventive support unit in the city of Lidingö. Together with my colorful colleagues, I am driven to make a difference for our citizens and employees by taking advantage of the full potential of individuals, teams and organizations. To create more accurate solutions, our citizens are co-creators in the renewal of the city's services and services.

Name: Susanna Nissar
Organisation: Future's prototyping, Eggs Design

Joined up digital services for Scotland: designing the building blocks for common platforms and systems

Fiona MacLellan, Scottish Government

Length: 45 mins

Type: talk

Date and time: Day 1 afternoon - 1 Oct at 15:05- 15:50

Venue: Kalasatama

National infrastructure, such as payments systems, cloud architecture, identity services and design systems, are the building blocks for joined up digital services for the government. But delivering common components is complex. It takes a clear digital strategy, the right skillset for iterative design and robust development. As well as meaningful buy-in for lasting transformation.

This talk shares learnings on how taking an in-house design-led approach to understanding the problems space, developing common components, and continuously improving service design has led to efficiencies and improved accessibility across the public sector in Scotland.

Using a number of recent case studies from the Scottish Government's Digital Directorate, we'll explore ScotPayments and the ScotGov Design System realised benefits and future aspirations. We'll also cover our partnership approaches to private beta and consider habits versus needs for common platforms in government.

About the speaker

Name: Fiona MacLellan

Title: Service Design Lead

Organisation: Scottish Government

Country: Scotland

Fiona MacLellan is Service Design Lead at ScotGov, Digital Directorate, working on the design and build of national infrastructure common platforms in payments, identity and cloud. She's been working for the Scottish Government for 5 years, with a people-centred and futures-focused approach. In addition, Fiona is currently the DDaT Service Design Head of Practice, supporting over 40 practitioners as community lead.

Fiona has studied at Glasgow School of Art, Köln International School of Design and ENSCI, Les Ateliers, Paris. She began her career working with digital design agencies developing the strategy and design research for large financial clients. Moving to the public sector, she followed her interests in participatory design working with Skills Development Scotland as part of their Service Design and Innovation team and onto

the Scottish Parliament's think-tank 'Scotland's Futures Forum,' joining a group of futurologists to build an aspirational picture for Scotland in 2030.

Supervised by Professor Gordon Hush, Fiona's academic research explores the digital and non-digital aspects of remote schooling, and provides a methodological contribution to the field of Service Design. Beyond academic contributions, the research is concerned with equity in the delivery of services across society. Outside of work you will find Fiona with her two wee ones or on a bike. She is also proud to say she has worked closely with Glasgow Women's Aid, setting up a Creative Collective, supporting the fight against domestic abuse and educational projects that promote gender equality. Please send Fiona an email if you would like to set up a chat: fiona.maclellan@gov.scot.

Design for India – Kerala State design policy and the City of Design prototype

Ranjit Menon, Amrita University, India

Length: 45 mins

Type: talk

Date and time: Day 2 afternoon - 2 Oct at 13:35 - 14:20

Venue: Kalasatama

Kerala State in India, is renowned for its progressive socio-ecological cohesion and high human development index. The state is also a heady mix of ideologically deep currents, unique syncretic cultural heritage, a strong civic sense and more recently, a victim of extreme weather events. This presentation highlights two pioneering Design for Government projects from Kerala, a state known for its left-leaning political landscape. The first project showcases India's first state-level Design Policy, while the second focuses on Design pilots for the city of Kochi, under the UNESCO Sustainable City 2030 plan. Both the presented case studies examine the interplay between the United Nations Sustainable Development Goals (SDGs) and "wicked problems" when co-designing in a complex, politically charged democratic setting for both design policy and urban design. One also looks at possible emerging themes where design meets government.

About the speaker

Name: Ranjit Menon

Title: Design Researcher, Transdisciplinary Designer

Organisation: National Institute of Design, Amrita University, Design for India

Country: India

Ranjit Menon is a Transdisciplinary Designer and Design Researcher passionate about systems-led design.

Keeping live services alive in complex systems

Sarah Wickstead and Juliette Poggi, HM Courts and Tribunals Service, UK

Length: 45 mins

Type: discussion group

Date and time: Day 2 afternoon - 2 Oct at 14:35 - 15:20

Venue: Kalasatama

What happens after services go LIVE? What happens once large scale digital transformation programmes end? How might we, as researchers and designers, support teams to maintain live services sustainably and across organisational boundaries?

User Centred Design leads from the HM Courts and Tribunals Service in England and Wales will facilitate this discussion session, which draws on their experience supporting 6 live services in the family justice system. It will involve discussion with participants of lessons learned and challenges across countries and contexts.

About the speakers

Name: Sarah Wickstead

Title: Senior User Researcher

Organisation: Ministry of Justice

Country: United Kingdom

Sarah is part of the User Centered Design and Research team at HM Courts & Tribunals in London.

Name: Juliette Poggi

Title: Senior User Researcher

Organisation: Ministry of Justice

Country: United Kingdom

Juliette is part of the User Centered Design team at HM Courts & Tribunals in London.

Exploratory Scenario Planning (XSP) as a tool to improve urban planning and post disaster reconstruction public policies

Giovanni Perez, Lincoln Institute of Land Policy, Argentina

Length: 45 mins

Type: talk

Date and time: Day 2 afternoon, 2 Oct at 14:35 -15:20

Venue: Kalasatama

In this session we will present the results of the application of the XSP (Exploratory Scenario Planning) methodology as part of the Lincoln Institute of Land Policy's cooperation with the Ministry of Housing and Urban Planning (MINVU) of Chile, in the context of the reconstruction process in the areas affected by the fires of January 2024 in the V region (Viña del Mar , Quilpué and Villa Alemana).

As application of this methodology we use XSP, an strategic prospective tool to design and run a full day workshop with multiple stakeholders from the Chilean government to create and describe multiple future scenarios of the urban planning and post disaster reconstruction public policies.

About the speaker

Name: Giovanni Pérez

Title: Contractor

Organisation: Lincoln Institute of Land Policy

Country: USA

Colombian Lawyer based in Argentina, Scrum Master (CSM), Agile Teams Facilitator, LEGO® Serious Play® Facilitator, Consultant and Researcher interested in the use of strategic foresight, serious games and agile in public policies and citizens engagement processes.

Track 2: Systems

Navigating the complexities of designing for government policies and services? The Systems track features best practice on combining design and systems approaches in government. Session topics include reflections of systems oriented design, systems mapping, and working in ecosystems.

Dive into systems!

- How to integrate systems into the design practice?
- Get the essential skills to start participatory system mapping?
- What is hands-on ecosystem work really like in practice?
- How to move beyond surface-level solutions and embrace complex systems?

Lord of the maps: One system map to bring them all for openness in innovation

Judith Mühlenhoff, Collaborative Governance Lab, Germany

Length: 45 mins

Type: Talk

Date and time: Day 1 afternoon - 1 Oct at 13:05-13:50

Venue: Kalasatama

System mapping represents a fundamental tool for modelling complex systems through simplification. This talk provides an overview of system mapping and introduces a case study in which more than 50 stakeholders from business, science, civil society and politics were involved in exploring ways to open up the German innovation system. Understand how to design participatory system mapping, what pitfalls might be on track, know how to start mapping, and when System Mapping is not the most appropriate approach.

About the speaker

Name: Judith Mühlenhoff

Title: Policy Analyst

Organisation: Collaborative Governance Lab, German Federal Office for the Safety of Nuclear Waste Management

Country: Germany

Dr. Judith Mühlenhoff works as a policy analyst at the Collaborative Governance Lab (Laboratorium Beteiligende Verwaltung) at the Federal Office for the Safety of Nuclear Waste Management Germany (BASE). Previously, she promoted the opening of innovation processes at Stifterverband, in big corporations as well as in her work as a freelancer. With a background in sociology, she is trained in qualitative methods, systemic approaches as well as human-centred product and service design.

Wading in – understanding, experimenting and leading ecosystem work in practice

Eevi Saarikoski, Finnish Tax Administration

Length: 45 mins

Type: talk

Date and time: Day 1 afternoon - 1 Oct at 15:05-15:50

Venue: Kalasatama

How is ecosystem work done in practice, when there is still scarce hands-on experience? This talk will cover experiences and learnings working on the Finnish national Real-Time Economy project. This four-year project, ending in 2024, brought together a consortium of Finnish administrations together with companies and interest groups to build the foundation for a national digital ecosystem that would enable interoperability of business transaction data, both in the Nordic countries and further in the EU.

I will walk you through the tools we used to make sense of the ecosystem, including systems modelling, data-based segmentation and experimentation. I will also sum up the insights gained whilst creating a framework and policy recommendations to cement a model for system-oriented, shared leadership of future development.

About the speaker

Name: Eevi Saarikoski

Title: Service Designer

Organisation: Finnish Tax Administration

Country: Finland

I am a Helsinki-based service designer working at the Finnish Tax Administration. Recently, I've been practising (in the learning sense of the word) how to do ecosystem work and apply design skills to work on strategic and systemic challenges. I'm proud and happy to get to work in the realm of public services and governance.

The Chaos Whisperers: Reimagining the Iceberg Model to map systems and address complex challenges

Diana Hidalgo, Andreea Ardelean and Jeffrey Allen, Ministry of Justice, UK

Length: 90 mins

Type: workshop

Date and time: Day 2 morning - 2 Oct at 10:15-12

Venue: Otaniemi

Join us for an engaging interactive session discussing how we used the iceberg model to map systems and drive change in complex spaces. We'll share our experience tackling complexity in the criminal and civil justice systems in the UK, and explore how we can use dynamic mapping techniques to drive better decision-making in government. The session will also address common challenges in applying these methods practically, such as overcoming cognitive biases, enabling behaviour change, and focusing on root causes rather than symptoms of problems. Through hands-on activities and collaborative discussions, attendees will gain valuable insights and tools to navigate multifaceted problem spaces.

About the speakers

Name: Diana Hidalgo

Title: Senior Service Designer

Organization: Ministry of Justice

Country: UK

I'm a designer and a collaborative leader who is constantly trying to understand why things work the way they do, and how they relate to each other, forming beautiful complex systems. I care about people and the environment, and enjoy bringing diverse perspectives together to collectively co-design a better world. For some time now, I've been finding ways to improve the experiences of people inside and outside of prison whilst trying to influence how policies can reflect what is happening in reality.

Name: Andreea Ardelean

Title: Senior Service Designer

Organization: Ministry of Justice

Country: UK

I am passionate about enabling equity and justice through design, focusing on understanding human behaviour and the drivers behind decision-making. A lover of pattern-finding in everything, I help organisations deconstruct their problems, visualise outcomes and societal impact, and deliver meaningful change. In my current role, I'm reshaping the complex landscape of the Civil Justice System, breaking down the silos of policymaking.

Name: Jeffrey Allen

Title: Lead Service Designer

Organization: Ministry of Justice

Country: UK

I believe in the power of information, technology, media, and design to enable people to make better choices, live the lives they want, and build stronger communities. I've worked with a broad range of non-profit, government, and media partners in Africa, Asia, the United States, and Europe over the past 20 years. In my current role, I'm exploring how service design and system-change methods can be used to improve the justice system in the United Kingdom.

Designing in complexity: A systems oriented design approach for improving public services

Marcela Urbano, Tabea Glaes and Maria Nørregaard, City of Oslo, Norway

Length: 45 mins

Type: discussion group

Date and time: Day 2 afternoon - 2 Oct at 13:35-14:20

Venue: Kalasatama

Join us as we navigate the complexities of designing services in the public sector. How can systems oriented design be used as a mindset aiming to enhance our understanding and practices, ultimately leading to improvement in public services?

We will reflect on how systems oriented design has been integrated into design practice by us – three service designers in the digitalization agency Oslo Origo at The City of Oslo.

Throughout the session, we highlight the contributions and limitations of using systems oriented design when designing public services. We end by opening for discussion about the delicate balance systems-oriented designers must maintain. How can we avoid passivity or cynicism while relinquishing control and recognizing our limitations?

About the speakers

We are Maria, Marcela, and Tabea, three service designers working at Oslo Origo, the digitalisation department of the municipality of Oslo. Our collaboration consists of hundreds of hours of discussions on subjects, projects, ethics, and learnings. Sometimes we agree, and sometimes we disagree. We eat, laugh, and occasionally get tired and frustrated with each other or others. We believe our differences result in a balance between exploration and completion, critical questioning, and sensitive listening.

Name: Maria Nørregaard

Title: Service designer

Organization: The Digitalisation agency of the municipality of Oslo

Country: Norway

Maria is Danish and has lived in Norway for six years. She holds an MA in Co-design from the Royal Danish Academy of Design. Like Tabea, she worked as a service designer in one of Oslo's city districts before joining Oslo Origo.

Name: Marcela Urbano

Title: Service designer

Organization: The Digitalisation agency of the municipality of Oslo

Country: Norway

Marcela is from Colombia and has lived in Norway for 20 years. She worked as a consultant for a renowned design company for several years before joining the public sector. She is an Industrial Designer from Javeriana University in Bogotá, Colombia.

Name: Tabea Glaß

Title: Service designer

Organization: The Digitalisation agency of the municipality of Oslo

Country: Norway

Tabea is German and has lived in Norway for 12 years. She holds a BA in Graphic Design from Bolzano and an MA in Social Design from the Oslo National Academy of Arts. She is a co-founder of the design studio Growlab Oslo, where she worked for several years. In the municipality of Oslo, she first acted as a service designer in a city district before joining Oslo Origo.

Enabling the next 10 years of public design

Andrew Knight, other speakers TBA

Length: 45 mins

Type: panel

Date and time: Day 2 afternoon - 2 Oct at 14:35 - 15:20

Venue: Kalasatama

Modern design in government is now over 10-years old. It has spread to public administrations across the world, and is changing how public policies and services are made and it is improving outcomes for citizens. How do we create sustainable foundations now that will enable designers in 2034, and shift public design practice from exceptional to normal business for governments?

About the speaker

Name: Andrew Knight

Title: Head of Policy Design

Organization: UK Civil Service

Country: UK

Andrew heads up the Policy Design Community, for the UK's Civil Service. He has 20 years' experience of making public services and policy and has worked extensively across the public sector with frontline professionals like teachers and at the heart of government with ministers. He is a design specialist who used to lead the government's education lab. He now specialises in helping people to collaborate in complex and uncertain environments by giving them innovative new ways of working and leads a network of design-centred policy labs across the UK public sector. He is an educationalist, schooled at UCL Institute of Education, and he is a fellow of the Royal Society of Arts.

Track 3: Futures

The Futures track combines sessions from Finland, Sweden, Scotland and England - both at municipal and state agency settings. The Futures track presents experiments of using futures approaches in designing for policy, strategy and service delivery. There will be a chance to learn basic concepts of futures and foresight, test out key methods and learn about their implementation in societal settings and the government.

- Want to hear about participatory future forums in EU's northernmost municipality?
- Or learn to re-imagine public welfare services for the future with third-horizon policy design?
- In this track you can also join a speculative design workshop to learn from designers systematising foresight as part of organisational strategy and innovation practice.
- Or jump in to explore futures prototypes in public spaces and learn how to bring diverse voices into imagining futures.
- And learn about how futures approaches can help you navigate tensions in projects among organisational and political turbulence

Futures at the palm of our hand – future prototypes as a method for participatory foresight

Netta Korhonen, Vinnova, Sweden

Length: 45 mins

Type: talk

Date and time: Day 1 afternoon - 1 Oct at 13:05-13:50

Venue: Kalasatama

How can government make space for more constructive conversations about our futures? One answer is future prototyping and exploring with techniques for participatory foresight. This session will share examples of ongoing future prototyping work done in Sweden and powered by the Sweden's Innovation Agency Vinnova. The

session opens the idea and the techniques as well as the possibilities, challenges and success factors of participatory futures practices – and asks; how would this work in your country and organization?

About the speaker

Name: Netta Korhonen

Title: Systemic designer

Organisation: Vinnova, Sweden's Innovation Agency

Country: Sweden/Finland

Netta Korhonen is systemic designer focused on participatory foresight, co-design and systems thinking. She has been working as a designer in government for over ten years in Finland and Sweden with experience from municipal context, public agencies and ministries. Her work explores different ways to support and ignite concrete change towards regenerative, inclusive futures within planetary boundaries.

Reimagining a 21st Century welfare state: A case study and some tools for third-horizon policy design

Sophie Taylor and Benny Souto, London Borough of Camden, UK

Length: 45 mins

Type: Talk

Date and time: Day 1 afternoon - 1 Oct at 14:05-14:50

Venue: Kalasatama

A case study of the London Borough of Camden's work on Universal Basic Services, which focuses on building a case for lifting the baseline of public services we all should have access to and a delivery model for doing so. We will cover our journey, from how we convened a wide network of stakeholders and co-designed a model for prototyping with cross-service colleagues, residents and wider partners and supporters of the work, to how we're seeing our role as Policy Designers in local government to shape our public services for the future - moving away from a

crisis-response mindset to a bold reimagining of what our social infrastructure should be and our role in delivering it. This session will include a case study presentation and an interactive activity presenting some of the tools we have used.

About the speakers

Name: Sophie Taylor

Title: Senior Design Researcher

Organisation: Camden Council

Country: United Kingdom

Sophie is a Senior Design Researcher at the London Borough of Camden. She began her career as a consultant in design-led public sector innovation, helping to scale innovations in children's social care across the UK, and experimenting with participatory research and design approaches. She qualified and practised as a children and families' social worker in south London, before returning to design-led work in local government and the third sector. She's passionate about experimenting with new forms of social security - during the pandemic, she helped to set up a Community Fund with her local mutual aid group - and so is delighted to have had the opportunity to explore Universal Basic Services at Camden and bring residents into this process.

Name: Benny Souto

Title: Policy Designer

Organisation: London Borough of Camden

Country: United Kingdom

Benny is a Policy Designer in the Strategy and Design team at London Borough of Camden. She is passionate about the role of design to bring diverse voices and perspectives together into reimagining the way things could be. She works at the intersection of Policy and Service Design and Systems Thinking and is interested in how she can use her skills to shape Policy and Public Services that are shaped and responsive to the voices of Camden's communities. Before joining Camden she worked as a Collaboration and System Design Lead in the third-sector, convening cross-sector partners around complex challenges and supporting them to create the collaborative infrastructures to address them together.

Designing systemic change on the edge of the world: A case study

Julius Oförsagd, Arctic Factory, Finland

Length: 45 mins

Type: talk

Date and time: Day 1 afternoon - 1 Oct at 15:05–15:50

Venue: Kalasatama

Join us as we explore the innovative approach to systems change and futures thinking taken in developing the municipal strategy for Utsjoki, the EU's northernmost municipality. In the midst of unprecedented challenges posed by the COVID-19 pandemic, border closures, and environmental regulations impacting the local economy, Utsjoki sought to chart a resilient path forward.

About the speaker

Name: Julius Oförsagd

Title: CEO, Head of Design

Organization: Arctic Factory

Country: Finland

Julius Oförsagd, CEO / Head of Design at Arctic Factory, is an design director based in Arctic Circle, with 15 years of experience in public and business development, strategic service design and brand development.

Exploring the future of public sector work through foresight and innovation at Kela

Anni Ojajärvi, Veera Hyytiä, Kerttu Takala, Janne Mattila and Päivi Rajaharju, Finnish Social Insurance Institution, Finland

Length: 90 mins

Type: workshop

Date and time: Day 2 morning - 2 Oct at 10:15-12:00

Venue: Otaniemi

Kela, the Finnish Social Insurance Institution, presents a 90-minute session exploring the future of AI enhanced expert work in the public sector through foresight and innovation. The first part provides an overview of Kela's collaborative practices between foresight, innovation and strategic decision making, where design approach plays a vital role. The second part is an interactive workshop demonstrating the use of speculative design to create desirable future scenarios. Participants will use key drivers of change and personas, engage in creative exercises, and develop tangible representations of possible futures. The session concludes with a reflection on insights gained. Attendees will leave with a deeper understanding of foresight and innovation value in shaping the future of expert work and practical tools to apply in their organizations.

About the speakers

Name: Anni Ojajärvi

Title: Senior Lead – Human, Foresight & Strategy

Organisation: Kela, Finnish Social Insurance Institution

Country: Finland

Anni Ojajärvi is human-centric developer with a background in sociology. In her work in Innovation and Growth team she combines strategic foresight, deep human insight and strategic design to help Kela develop human-centric future.

Name: Veera Hyytiä

Title: Strategic Designer

Organisation: Kela, Finnish Social Insurance Institution

Country: Finland

Veera is a strategic designer in Kela's innovation and growth team, leveraging design thinking to drive strategy, foresight, and innovation. With a focus on human-centered design and collaborative learning, Veera collaborates with cross-functional teams to enhance user experiences and build desirable futures. Her work contributes to Kela's mission of providing comprehensive social security services to its clients.

Name: Kerttu Takala

Title: Strategic Designer

Organisation: Kela, Finnish Social Insurance Institution

Country: Finland

Kerttu is a strategic designer and sociologist. She leads and develops the strategic foresight practices at Kela. Her approach is human-centric and network oriented.

Name: Janne Mattila

Title: Lead Designer

Organisation: Kela, Finnish Social Insurance Institution

Country: Finland

Janne is the Lead designer in Kela's Innovation and growth unit. He is a design thinker and doer with over 15 years in the public sector and has extensive experience in various development roles, a generalist with focus on the digital, design and data.

Name: Päivi Rajaharju

Title: Service Designer

Organisation: Kela, Finnish Social Insurance Institution

Country: Finland

A designer who has been delving deep into the fascinating world of public sector projects over the past few years. The green transition is a subject close to my heart, and I like exploring it from various angles. My passion lies in problem-solving and leveraging new technologies. I continuously strive to enhance and apply my design and UI/UX expertise, collaborating with diverse stakeholders to create impactful solutions. After a long and fulfilling career in the private sector, I made a conscious

decision to move into public administration. This transition was driven by my desire to learn new things and remain open to the future's challenges and opportunities. In my current role, I have the privilege of indulging in my interests in foresight, innovation, and a culture of experimentation. It is fascinating to explore how we can build a better future together

Reimagining the future of governance through design: Reflections on Summit of the Future

Alana Poole, Irina Velasco, Joolokeni Vesikko, UN Futures Lab

Length: 90 mins

Type: workshop

Date and time: Day 2 afternoon - 2 Oct at 13:35 - 15:20

Venue: Kalasatama

The United Nations' Summit of the Future on 22 and 23 September 2024 provides a watershed moment bringing world leaders together to forge a new international consensus on how we deliver a better present and safeguard the future. This session aims to feedback on key outcomes from the Summit, particularly the Declaration on Future Generations, as a starting point for reflection on how design can translate foresight-led decision-making to inclusive governance systems, programmes, and services that are fit for current and future generations.

A strategic foresight approach, Futures Triangle, will be applied to facilitate an exchange of insights on what these developments could mean for the evolving role of design in government. The exercise will help to articulate a vision to work towards, identify emerging synergies that can be mutually leveraged, and outline strategies that could be taken. This shall provide the space to make sense of the rich ideas presented throughout the conference in an emerging governance landscape.

About the speakers

Name: Alana Poole

Title: Deputy Head

Organization: UN Futures Lab

Country: United Kingdom

Alana Poole is the Deputy Head of the UN Futures Lab, currently based in Geneva, Switzerland. Prior to this, she spent 5 years in the Executive Office of the UN Secretary-General (EOSG) in New York where she focused on strategic planning, policy analysis, and senior-level decision-making. Before this, she worked for 10 years in think tanks and non-governmental organizations on peacebuilding, local justice mechanisms, and disarmament issues in Colombia, the Democratic Republic of the Congo (DRC), the West Bank, and Northern Ireland. She holds a Masters Distinction in Peace & Conflict Studies.

Track 4: Ethics and Behaviour

We concentrate on the utmost essence of a human being in designing public services and on the responsibility of a service designer to understand, even sense fully the people addressed and the need to go deep into the needs, previous experiences and even inheritance of our target group.

Watch your language! Addressing stigmatising language in institutional settings

Marida Maiorino, Ministry of Justice, UK

Length: 45 mins

Type: workshop

Date and time: Day 1 afternoon - 1 Oct at 13:05-13.50

Venue: Kalasatama

This workshop serves as a moment for pausing, reflecting, and learning about the motives and consequences of the language we use. Participants will gather in a non-judgmental, accessible, and safe space to share thoughts and feelings about the potential harm of some of the language rooted in the workplace.

The workshop aims to increase awareness of the underlying meanings and impacts of our words, challenge personal judgments and unconscious biases, and share techniques for trauma-informed communication. By establishing proactive steps and best practices to challenge harmful language, this workshop fosters personal growth and collective learning.

Participants will receive a scalable workshop format that enables them to easily replicate the session within their own organisations. This approach ensures the workshop's impact can be extended, promoting continuous learning and improvement around trauma informed language.

About the speaker

Name: Marida Maiorino
Title: Senior Service Designer
Organisation: Ministry of Justice
Country: United Kingdom

Marida Maiorino is an Italian user-centered practitioner based in London, with a diverse background in service design and social innovation. Currently serving as a Senior Service Designer at the Ministry of Justice UK, Marida brings extensive experience from previous roles, including Senior Service Designer at the Social Security department of the Scottish Government, Service Design Lead and Development Coordinator at COMUZI, and Service Designer at Shelter UK.

Throughout her career, Marida has been dedicated to designing systemic and trauma-informed solutions aimed at promoting social inclusion and empowering underserved communities. Her work emphasises the importance of co-design and user-centric approaches to address complex societal challenges.

How to talk about about trauma safely

Ciandelle Hughes, Government Digital Service, UK

Length: 105 mins
Type: workshop
Date and time: Day 1 afternoon - 1 Oct at 14:05-15:50
Venue: Kalasatama

Trauma is something that is uncomfortable to talk about, partially because there's a stigma around it, but also because it's an often misunderstood word. It dominates the room and the conversation, and if left unchecked it can leave you and the people you're talking to feeling its effects.

During this session we will discuss how you can talk about trauma in a safe and appropriate way and engage with your vulnerable users in a way that ensures they feel listened to.

Finally I will talk about what happens when we start to feel the effects of learning about trauma informed design, how to mitigate its effects and how you can keep yourself safe at the most basic levels.

About the speakers

Name: Ciandelle Hughes

Title: Interaction Designer

Organisation: Government Digital Service

Country: United Kingdom

Ciandelle is an Interaction Designer for the GOV.UK Design System team, having led on the design work for Exit this Page. She also co-chairs of the cross UK government trauma informed design network. She is passionate about understanding the difference that small but systemic changes can make to a person's life. She also advocates for accessible design, and strives for a human first approach to design. Ciandelle believes that for change to be effective, we must first understand why something is happening, and to facilitate change we must provide the means for it to happen.

Integrating behavioural insights into the design process

Helelyn Tammsaar, Government Office of Estonia; Ave Habakuk, Tallinn Urban Environment; Maarit Lassander and Emmi Korkalainen, The Prime Minister's Office of Finland

Length: 105 mins

Type: workshop

Date and time: Day 2 afternoon - 2 Oct at 13:35-15:20

Venue: Kalasatama

Design thinking and behavioural insights have both experienced a surge in popularity and use in the public sector over the last decade. Yet, these two have remained distant from each other – separate teams or units, separate projects, seemingly different methods. Civil servants have a large role to play in influencing how public

policies are enacted. While they may not necessarily recognise it, public policy and public administration are essentially and extensively involved with influencing human behaviour. This workshop gives the tools to integrate behavioural insights into various stages of the design process in order to support better and behaviorally-informed services, programmes, interventions and legislation.

About the speakers

Name: Helelyn Tammsaar

Title: Unit Head

Organisation: Public Sector Innovation Team, Government Office

Country: Estonia

Helelyn Tammsaar is an anthropologist exploring the most exotic tribe in the world – the Deep State. For the past five years, she has been a member of the Estonian Public Sector Innovation Team – an experimental unit of four people serving all 11 Estonian ministries and their agencies. In the team she has led the integration of ethnographic methods into various programmes, training civil servants how to conduct interviews and carry out participant observation. Interest in human behaviour has led her to explore and study applied behavioural science, as well as find ways to incorporate it into various stages of the design process.

Name: Ave Habakuk

Title: Director

Organisation: Tallinn Urban Environment and Public Works Department

Country: Estonia

Ave Habakuk was previously a member of the Public Sector Innovation Team of Estonia. Today she practises what she used to preach by leading service design and process development at the Department of Urban Environment of the City of Tallinn. Previously, Ave was one of the first employees at the startup Lingvist, where she worked in various product development roles for 7 years. She holds a degree from Stockholm School of Economics in Riga, where she wrote her thesis in the field of behavioural economics.

Name: Maarit Lassander

Title: Chief Specialist

Organization: The Prime Minister's Office

Country: Finland

Maarit Lassander is a Chief Specialist in the Finnish Behavioural Policy team in the Prime Minister's Office. She holds a PhD in Psychology and Master's Degree in Political Science from Helsinki University. Maarit is passionate about designing and implementing interventions and has previously worked in the health care sector, Finnish Institute for Health and Wellbeing and NGO's, while participating in large scale behavioural science projects, e.g. Finnish Basic Income Experiment. She has been a visiting fellow at London School Economics and Political Science as well as Yale University.

Name: Emmi Korkalainen

Title: Senior Specialist

Organization: The Prime Minister's Office

Country: Finland

Emmi Korkalainen works as Senior Specialist at the Prime Minister's Office. Her special competence areas are cognitive security and psychological crisis resilience. A firm believer in multidisciplinary approaches, her academic background is in public law (administrative sciences) and supplementary studies in psychology, intelligence studies and safety research. For the past years, Emmi has been working in the ministries, at the municipal level and in the non-governmental sector. In her daily work she carries out projects, coordinates inter-ministerial activities and produces analyses, especially on security issues

Track 5: Sustainability

The ecological crisis is humanity's most complex and urgent challenge. How can the public sector and design contribute to creating a positive impact, and how can we amplify these efforts? This track's sessions aim to co-create strategies and actions to address these pressing issues.

Transforming Public Services: Intercontinental perspectives to addressing sustainability

Mariana Salgado (moderator) and Ania Karzek, Becky Miller, Jett Pisate Virangkabuttra, Tiina Leinonen and Sofía Bosch Gomez (co-panelists)

Length: 45 mins

Type: Panel

Date and time: Day 1 afternoon - 1 Oct at 14:05 - 14:50

Venue: Kalasatama

This panel is an intercontinental and transdisciplinary discussion on sustainability in the context of the development of public services. Presenters will briefly describe one of their most representative designed services. Subsequently, we will explore the most significant mistakes made, how their projects operate across organizational boundaries, and strategies to support emerging sustainability challenges. The session will be recorded and edited as an episode for "Diseño y Diáspora," a multilingual podcast focusing on social design.

About the speakers

Name: Mariana Salgado

Title: Senior Service designer / Host and producer

Organisation: ICOS ERIC

Country: Finland

Dr. Mariana Salgado is a senior service designer at ICOS, Integrated Carbon Observation Systems. She worked previously at Inland, a design lab in the Ministry of the Interior, Finland. Mariana has specialized in service, interaction and participatory design, and designs to end inequality, by giving a voice to vulnerable groups. Mariana has a doctoral degree from Media Lab, Aalto University and a Master degree in Strategic and Product design. She hosts the podcast Diseño y diáspora on design for social change. The podcast has more than 500 episodes published and it is the most listened podcast in Spanish speaking countries.

Name: Ania Karzek

Title: Manager Strategy and Governance

Organisation: City of Holdfast Bay

Country: Australia

With a Master of Arts in Public Sector Leadership and more years in government than she'd care to count, Ania has worked across a number of disciplines, including water, environment, government reform, social services, child protection and most recently, local government. She has also seen how 'the other half live', having worked in the private, university and not for profit sectors in consulting and operational management roles. For several years now, Ania has been championing human-centered technology and data ethics and has pleaded with audiences to think slowly, broadly and deeply about the impacts of their technology choices. A disruptive policy wonk by trade, Ania has a passion for connecting the art of the possible with the care we need to take in making it happen.

Name: Becky Miller

Title: Policy and Service Designer

Organisation: Department for Environment, Food and Rural Affairs (Defra)

Country: UK

Becky works as a policy and service designer in the UK's Department for Environment, Food and Rural Affairs. Since 2022 she's been working on the Farming and Countryside Programme helping to develop new policies and services for farmers and land managers in England. She was the first service designer to work in the UK's cross-government Policy Lab (2019-2022), and previously worked on digital transformation of local government services. Before joining UK Civil Service, she worked in small businesses and service organisations including London's award winning music venue, Union Chapel.

Name: Jett Pisate Virangkabuttra

Title: Independent academic/innovation consultation

Organisation: Create.ture design studios

Country: Thailand

Jett Pisate Virangkabuttra is the Founder of Create.ture - a social innovation consultant and adjunct lecturer at Thammasat University, King Mongkut's University of Technology Thonburi and Mahidol University. Currently his focus is on creating innovation with a Human centered design approach and Service design methods to work with both the public and private sectors on social innovation, sustainability, and design for justice.

Name: Tiina Leinonen

Title: Program Manager

Organisation: City of Tampere

Country: Finland

Tiina Leinonen is Program Manager in City of Tampere, Finland – leading development program Carbon Neutral Actions. Their approach combines work with different stakeholders, service design and co-creation to sustainability work and finds different solutions on how to help citizens to recognize their own lifestyle and make more sustainable choices to benefit their own lives, which is necessary for systemic change.

Name: Sofía Bosch Gómez

Title: Assistant Professor

Organisation: Northeastern University

Country: United States

Dr. Sofía Bosch Gómez is an Assistant Professor in the Department of Art + Design at Northeastern University's College of Arts, Media, and Design. She is also affiliated with the Burnes Center for Social Change and The GovLab. As a designer and researcher, she explores the intersection of public service innovation, design research, and education.

Designing for Impact – Cities and environmental sustainability

Jaakko Hannula, Emma Berg, Hanna Harris, Hanna Wesslin and Riikka Manninen, Finland

Length: 180 mins

Type: workshop

Date and time: Day 2 afternoon - 2 Oct at 13:00 - 16:00

Venue: City Hall

The time to act for a sustainable future is now. Strategic leadership and design thinking are crucial to accelerate progress. While great initiatives are underway, we need to collectively identify the most crucial initiatives and join forces to amplify their impact.

In our interactive session, we'll explore a method for choosing impactful directions and leave with actionable steps to drive positive change. The session is led by inspirational keynotes and impact stories from experts in both design and sustainability. The second part of the session is focused on a collaborative workshop facilitated by City of Helsinki's design experts. The workshop utilizes the three horizons (3H) framework as a basis to identify, catalyze and amplify impactful initiatives. The session aims to leave the participants with new initiatives, networks and collaboration to drive positive change together.

The three horizons is a future studies framework that was developed by Bill Sharpe of International Futures Forum. It will help us imagine actions that bridge today to a desirable tomorrow.

About the speakers

Name: Emma Berg

Title: Energy expert & Service designer

Organisation: City of Helsinki

Country: Finland

When she is not gardening in her yard in the nearby small town Porvoo, Emma Berg works as a service designer and an energy expert for the city of Helsinki. During her career in service design Emma has been mainly involved with different projects related to energy use, behavior change and sustainability in the built environment. Emma is passionate about good leadership. Her interests lie in creating a positive impact in the world through her work, mainly in combating climate change.

Name: Jaakko Hannula

Title: Service designer

Organisation: City of Helsinki

Country: Finland

Jaakko is a service designer whose heart beats for the development of planet-centric sustainable services and impactful collaboration. He is working for the city of Helsinki developing services and internal processes citywide from healthcare through built environment to culture and beyond. Jaakko strives to connect sustainable strategies to actions and firmly believes that multidisciplinary co-creation is the key element to achieving lasting impact on both a short and long timeframe.

Name: Hanna Harris

Title: Design director

Organisation: City of Helsinki

Country: Finland

Name: Hanna Wesslin

Title: Climate director

Organisation: City of Helsinki

Country: Finland

Name: Riikka Manninen

Title: Adviser, Workplaces & Sustainability

Organisation: Senate properties

Country: Finland

Track 6: Design for Government

The ‘Design for Government’ track reflects on the evolving role of design in the public sector. Celebrating the 10th anniversary of Aalto University's Design for Government (DfG) course, this track features sessions by DfG educators and alumni, showcasing practice-based design in the public sector.

DfG educators will discuss the history and future of design for government, and critically examine its role within contemporary governance and policy contexts. Alumni will share their experiences, highlighting how stakeholder engagement can ensure lasting project impact, envisioning future infrastructures for migrant participation, and introducing the idea of designing with nature in the government.

Featuring case studies from Finland, South Korea, the UK, and the Netherlands, this track offers a valuable opportunity to engage with design professionals driving meaningful change in the public sector.

“All you need is design, design, design is all”: Three distinct relationships between design and policy

Ramia Mazé, University of the Arts London, UK

Length: 45 mins

Type: talk

Date and time: Day 2 morning - 2 Oct at 10:15-11:00

Venue: Otaniemi

Design has emerged and flourished within contemporary government and policy contexts – practitioners and scholars alike claim the importance of design for better policy-making. But what does design do for policy and policy-makers that makes it distinctive? To date, this question has tended to be answered in terms that are either overly general or overly specific (e.g. generalities such as ‘creativity’ or specifics of particular cases), and lack of clarity hinders those procuring, doing and evaluating design. Our collaborative research (UKRI ‘Design|Policy’ project) thus critically examines what is distinctive about design. In my talk, I will outline the three key

relationships between design and policy-making: instrumental, improvisational and generative.

About the speaker

Name: Ramia Mazé

Title: Professor in Design for Social Innovation and Sustainability

Organisation: University of the Arts London

Country: UK

Ramia Mazé is Professor in Design for Social Innovation and Sustainability at University of the Arts London (UK). In Finland, prior to 2020, she was a professor and head of education in the Department of Design at Aalto University as well as leader of the co-taught course 'Design for Government.' Prior to 2015, she worked in Sweden at Konstfack, KTH Royal Institute of Technology, and the Interactive Institute. A designer and architect by training, her PhD is in interaction design. She has spoken and published widely through interdisciplinary and international research projects, most recently in design for policy and for just climate transitions.

What do birds, bees and trees have to do with design for government? An introduction to designing with nature

Emīlija Veselova, Aalto University, Finland

Length: 45 mins

Type: talk

Date and time: Day 2 morning - 2 Oct at 11:15-12:00

Venue: Otaniemi

To battle the sustainability crisis, designers and design researchers call for life-centered, eco-centric, planet-centric and non-anthropocentric design. Such approach is a big shift from the typically human-centric and human-exclusive approaches design field operates with. First, this session will introduce the latest research on designing with nature, including the key arguments for considering

natural stakeholders when designing for sustainability, a typology of natural beings and elements that can be considered, and practical ways to include natural stakeholders in projects. The session will also bring a perspective, reflections and ideas from a practitioner working for within the government.

About the speaker

Name: Emīlija Veselova

Title: Researcher & Project worker

Organisation: Aalto University, Department of Design

Country: Finland

Dr. Emīlija Veselova is a researcher in multispecies design for sustainability and a design educator. She holds Doctor of Arts and Master of Arts degrees in design from Aalto University. Dr. Veselova's doctoral research built integrative links between collaborative design, sustainability science, environmental ethics, ecology, and other disciplines to develop the designing with nature approach. Currently, she continues her research into multispecies design with a special focus on urban areas while teaching at the Department of Design, Aalto University.

Avoid the drawer: How to make project outcomes stick through stakeholder engagement

Jelske van de Ven, Muzus, Netherlands

Length: 90 mins

Type: workshop

Date and time: Day 2 afternoon - 2 Oct at 13:35-15:20

Venue: Kalasatama

Have you ever worked on a great project only to discover that all the hard work ended up in a drawer and the valuable lessons were forgotten? Join this session to gain fresh ideas and strategies to make your design work stick and drive meaningful

change. Drawing from experiences working in, with, and for governments, Jelske will share her journey and strategies for improved stakeholder engagement, illustrated by real-world case examples. In addition, you will engage in interactive exercises and creative brainstorming to get inspired about how to foster ownership, commitment, and action in your own projects. After this session, you will walk away with concrete action points, ensuring your design work is impactful and remembered. So don't miss this opportunity!

About the speaker

Name: Jelske van de Ven

Title: Social designer

Organisation: Muzus

Country: Netherlands

Jelske van de Ven focuses on multi-stakeholder collaborations, citizen participation, organisational learning, and systemic change in government contexts. As a linking pin, she facilitates and improves these processes to ensure the value and adoption of design outcomes. Jelske holds a master's degree in design from Aalto University and is an alumna of the Design for Government course. With over five years of experience, including as a municipal civil servant in the Netherlands, she now collaborates with governmental bodies through Muzus, a Dutch social design agency. Her current work with the Ministry of Social Welfare and Employment on redesigning the Dutch income support system highlights her commitment to integrating design approaches into policy processes.

The department of belonging: Future infrastructures for migrant participation

Ruža Šerpytyte, Uttishta Varanasi and Irena Bakić, Aalto University, Finland

Length: 90 mins

Type: Workshop

Date and time: Day 2 afternoon - 2 Oct at 13:35-15:20

Venue: Kalasatama

How can all residents feel heard in the city? What could be the structures that enable equitable participation of migrant residents? Who do we need to work with to boost two-way integration? Join us in a hands-on workshop to imagine robust, yet dynamic future infrastructures for public participation. Through creative exercises we will co-design tangible representations of new and improved future infrastructures and institutions. To ground the workshop, we will showcase our ongoing research in the Trust-M project with the City of Espoo and local NGOs, and introduce our preliminary findings on institutioning migrant participation. Building on this, we will discuss how to break organizational silos, support institutions that are worthy of trust, and design more welcoming public services. We invite all public servants who want to work toward migrant inclusion to come and share ideas and get inspired in an interdisciplinary setting!

About the speakers

Name: Rūta Šerpytytė

Title: Design researcher

Organisation: Tampere University/Aalto University (Trust M)

Country: Finland

Rūta Šerpytytė is a design researcher in the Trust-M project, which aims to create trustworthy services for migrant integration. With her educational background in service design, she is now interested in applying participatory design approaches for more inclusive public services and policymaking.

Name: Uttishta Varanasi

Title: Doctoral researcher

Organisation: Aalto University (Trust M)

Country: Finland

Uttishta Varanasi is a doctoral researcher at Aalto University, focusing on the design of equitable public services. Having previously worked on approaches to build critical, playful and inclusive algorithmic literacy, his current focus is on building agency and capacity for migrant using participatory methods

Name: Irena Bakić

Title: Project manager

Organisation: City of Espoo (Trust-M)

Country: Finland

Irena Bakić is a project manager at the City of Espoo, working towards digital services to improve migrant integration in the city. She has worked in the intersection of gender equality, technology, innovation and children's rights during the past ten years.

Track 7: Dialogues

The sessions in this track aim at creating moments and spaces for networking and creating connections between the conference participants.

Speed-networking: Build connections and share ideas in a relaxed, fast-paced session

Katja Seppänen, Teele Kumm

Length: 45 mins

Type: Networking

Date and time: Day 1 at 13.05-13.50 & Day 1 at 15.05-15.50

Venue: Kalasatama – Taimen

Interested in meeting like-minded people and creating new connections? Keen on sharing your thoughts with others on a design-related topic? If yes, Speed-networking is the event for You. Speed-networking is a fun way to meet and mingle in a structured yet low-pressure way.

About the speakers

Name: Katja Seppänen

Title: Service designer

Organisation: Finnish Patent and Registration Office

Country: Finland

Problem Solver Extraordinaire, working as a Service Designer at the Finnish Patent and Registration Office.

Name: Teele Kumm

Title: Service designer

Organisation: Tallinn Strategic Management Center

Country: Estonia

A multidisciplinary designer, currently working as a service designer at Tallinn Strategic Management Center.

Group Therapy: Navigating work challenges through collective insight

Henrik Åkesson and Eze Montenegro, City of Malmö

Length: 45 mins

Type: discussion group

Date and time: Day 1 at 14.05-14.50 & Day 2 at 13.35-14.20

Venue: Kalasatama – Taimen (Day 1) / Kalasatama - Silakka (Day 2)

Often, we get stuck on a challenge because we're locked into a specific perspective. Sharing our dilemma with someone else can bring clarity. Yet, most of us have experienced the person we seek advice from to shift the focus to their own issues instead. Why is it so hard to find someone who just listens and asks insightful questions!?

In this highly interactive session, we'll introduce a method that helps you and your colleagues tackle long-standing problems in a structured 45-minute group therapy session. Participate either as an on-stage character or as a drama-loving audience.

About the speakers

Name: Eze Montenegro

Title: Change Leader within Digitalization

Organisation: City of Malmö - Department of Culture

Country: Sweden

Name: Henrik Åkesson

Title: Change Leader within Digitalization

Organisation: City of Malmö - Department of Culture

Country: Sweden

I ask questions that help individuals and organizations to find new ways of working.

Informal networking: casual conversations to connect, share ideas, and engage through thought-provoking discussion openers

Laura Mäkelä, Susanne Nylund and Outi Hautamäki, Finland

Length: -

Type: Networking

Date and time: Day 1 at 09.00-16.00 & Day 2 at 08.30-15.30

Venue: Kalasatama – Lobby (Day 1) / Otaniemi AVP Space - Lobby (Day 2)

Join our dynamic conference session, open throughout the entire event, designed for meaningful networking and collaboration!

- Grab discussion openers from the lobby's tables to spark conversations, arrange impromptu gatherings, and meet up at the designated meeting points.
- Need a break? Recharge in our focus or silent areas, perfect for quiet reflection.
- And last but not least, don't forget to pick up thematic stickers for your badge, helping you connect with others who share your interests.

This session is all about building connections and fostering insightful discussions in a relaxed and supportive environment.

About the speakers

Name: Susanne Nylund

Title: Lead Service Designer

Organisation: Metsähallitus/ National Parks & Wildlife

Country: Finland

Name: Laura Mäkelä

Title: Service designer, team lead

Organisation: Statistics Finland

Country: Finland

Name: Outi Hautamäki

Title: Service designer

Organisation: Statistics Finland

Country: Finland

Keynotes and shared sessions

Pushing the boundaries of design in government: systems change and futures

Anni Leppänen and Eze Montenegro

Length: 30 mins

Type: Talk

Date and time: Day 1 morning - 1 Oct at 10:00-10:30

Venue: Kalasatama

Let's open the conference with a bang! Our opening session will help you orient in the conference experience and tune you into the conference's main theme "Systems change and futures". This session is your essential map to the conference and its theme, and your adventure guides are the conference leaders Anni and Eze.

About the speakers

Name: Anni Leppänen

Title: Founder and chair

Organisation: Julkis-muotoilijat, Finnish government design community

Country: Finland

Anni is a strategic designer, public policy expert and community leader. Anni is currently exploring ways to combine futures, organisational transformation, policy and creative practice for sustainability transitions. Anni has 15 years of experience working in different government organisations in Finland and the UK. Most recently she was a design lead at the Strategy Department of City of Helsinki. She has studied international development at University of London and strategic design and sustainability transitions at Aalto University. Anni is the founder of Finnish government design community Julkis-muotoilijat.

Name: Eze Montenegro

Title: Strategic change leader within digitalization

Organisation: Department of Culture, City of Malmö

Country: Sweden

Eze is a strategic change leader within digitalization and organization development, focusing on the cultural field.

The power of community – Collectively dealing with the long slog of government transformation

Kara Kane and Martin Jordan

Length: 30 mins

Type: Talk

Date and time: Day 1 morning - 1 Oct at 10:30-11:00

Venue: Kalasatama

Kara and Martin co-founded the International Design in Government Community in 2017. To open the conference, they'll share the history of the community, evidence of community value and some ideas for the future. They'll discuss how we can collectively deal with the long slog of government transformation through local and global community building.

About the speakers

Name: Kara Kane

Title: Head of Design

Organisation: Government Digital Service

Country: United Kingdom

Kara Kane is a designer and community builder whose expertise is in building design culture in large scale organisations. She managed the UK government's user-centred

design community enabling 1000s of practitioners to share and learn from each other. She co-founded the International Design in Government community bringing together design-minded public servants from over 70 countries.

As the Head of Profession for Design at GDS, Kara supports designers and GDS through developing community, capability building, recruitment, and design standards and best practice. She's worked in the Civil Service for the past 7 years.

Name: Martin Jordan

Title: Head of Design & User Research

Organisation: Digital Service

Country: Germany

Martin Jordan works as the Head of Design & User Research at the German government's Digital Service in Berlin. From there, he develops and drives inclusive user-centred approaches across the German public sector. He leads a team of over 30 designers and user researchers at Digital Service who transform benefit, justice, and tax services. Previously, he was Head of Service Design in the UK Cabinet Office's Government Digital Service (GDS) for over 6 years.

Design for policy – experiments in between futures, systems and behaviour

David Martens

Length: 40 mins

Type: Talk

Date and time: Day 1 morning - 1 Oct at 11:20-12:00

Venue: Kalasatama

How can design contribute to policy making, and what does it mean to experiment as a designer at the EU level? This keynote reflects on the role of design for policy, situating it between foresight, systems thinking, and behavioural insights.

We look at the different faces the designer can take by unpacking three different EU Policy Lab projects. From facilitating strategic collaboration among EU top managers to addressing large, transnational projects like water resilience, to bringing radically different perspectives on policymaking through speculative design

About the speakers

Name: David Martens

Title: Designer – Policy Analyst

Organisation: EU Policy Lab, Joint Research Center, European Commission

Country: Belgium

David is a designer and maker currently working for the EU Policy Lab at the European Commission. He's figuring out how creative practices can contribute to policymaking, and what it takes to experiment inside public institutions. He loves taking pictures, making videos and playing music, and is constantly looking for ways to bring those practices into his office job. While building a practice in design for policy, he is also looking at what art can bring to policymaking and how to introduce the world of feelings and stories into the policy environment.

Design for Government, looking back & forward

Núria Solsona, Marco Steinberg and Seungho Park-Lee

Length: 45 mins

Type: Talk

Date and time: Day 2 morning – 2 Oct at 09:15–10:00

Venue: Otaniemi

On its tenth anniversary, the Design for Government faculty will reflect on its history and future. Professors Seungho Park-Lee, Nuria Solsona Caba and Marco Steinberg will reflect back at what has evolved and how that might play out moving forward.

About the speakers

Name: Marco Steinberg

Title: Professor of Practice

Organisation: Aalto University, School of Arts, Design and Architecture, Department of Design

Country: Finland

Marco Steinberg is Professor of Practice at Aalto University and founder of Snowcone & Haystack, a strategic design practice helping governments innovate.

Name: Núria Solsona

Title: University Lecturer

Organisation: Aalto University, School of Arts, Design and Architecture, Department of Design

Country: Finland

Núria Solsona, DfG Course responsible, is a University lecturer at the Aalto University (ARTS), Department of Design. At Aalto, Núria teaches the practice of design in policy-making, and service development, in collaboration with commercial and non-commercial project partners. Previously she worked as a service design consultant in the UK and Finland with commercial and non-commercial organisations around the world.

Name: Seungho Park-Lee

Title: Assistant Professor

Organisation: Design Department , Ulsan National Institute of Science and Technology

Country: South Korea

Seungho is an assistant professor at UNIST's Design Department where he directs New Design Studio.

Design in Government – What have we learned and where to next?

Tuire Suihkonen and Julia Isoniemi

Length: 30 mins

Type: Talk

Date and time: Day 2 afternoon - 2 Oct at 15:30 - 16:00

Venue: Kalasatama

The closing session will draw key take-aways from the conference and share insights collected by the conference team. This session will reflect on learnings around the conference theme and call the community to take next steps. Speakers include conference team leaders Tuire Suihkonen and Julia Isoniemi.

(Did you miss a session? Or did you meet an awesome person but you lost them? We'll also provide a platform to reconnect with your professional other half.)

About the speakers

Name: Tuire Suihkonen

Title: Leading specialist, Learning and Service Design

Organisation: HAUS Finnish Institute of Public Management

Country: Finland

Tuire works as a leading specialist of learning and service design at the Finnish Institute of Public Management, which is an in-house organisation providing development and training for all Finnish central government agencies. Tuire has worked in design projects with numerous government agencies, and with the development of the digital learning platform for government officials in Finland: eOppiva.

Name: Julia Isoniemi

Title: Lead Specialist, Customer Centric Digitalization

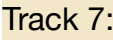
Organisation: Social, Health and Rescue division at City of Helsinki

Country: Finland

Julia is a human-centric development and digitalization professional with a strategic mindset pursuing the best possible human-technology interaction, customer & user experience in digital services and systems at the public social, health and rescue sector.

Schedule

You can navigate between different tracks in the schedule by colour:

-  Track 1: Case studies of change making
-  Track 2: Systems
-  Track 3: Futures
-  Track 4: Ethics and Behaviour
-  Track 5: Sustainability
-  Track 6: Design for Government
-  Track 7: Dialogues

We are doing everything we can to avoid changes in the schedule, however, unexpected things might happen. If changes occur, they will be updated in this document and communicated to all participants on Slack.

Day 1 (Tuesday 1st October) – Morning – Kalasatama

	Auditorium	Aava	Kampela	Troolari	Taimen	Kuha
9–10	Registration	Morning coffee and networking for speakers and volunteers				
10–10:30	Opening session: Pushing the boundaries of design in government: systems change and futures (A. Leppänen and E. Montenegro)					
10:30–11	Opening session: The power of community — collectively dealing with the long slog of government transformation (K. Kane, Government Digital Service, UK, and M. Jordan, Digital Service, Germany)					
11:20–12	Keynote: Design for policy – experiments in between futures, systems and behaviour (David Martens, EU Policy Lab)					
12–13	LUNCH BREAK					

Day 1 (Tuesday 1st October) – Afternoon – Kalasatama

	Auditorium	Aava	Kampela	Troolari	Taimen	Kuha
12–13	LUNCH BREAK					
13:05–13:50	Talk: A systemic government services transformation: the Catalonia study case (<i>Josep M Flores, Government of Catalonia</i>)	Talk: Lord of the maps: One system map to bring them all for openness in innovation (<i>Judith Mühlenhoff, Collaborative Governance Lab, Germany</i>)	Talk: Futures at the palm of our hand – future prototypes as a method for participatory foresight (<i>Netta Korhonen, Vinnova, Sweden</i>)	Talk: One step at a time: How the city of Reykjavik navigated through big changes under time constraints (S. Haraldsdóttir, V. Pétursdóttir and A. Geirsson, City of Reykjavik, Iceland)	Speed networking	Workshop: Watch your language! Addressing stigmatising language in institutional settings (<i>Marida Maiorino, Ministry of Justice, UK</i>)
13:50–14:05	BREAK					
14:05–14:50	Talk: What design maturity looks like and how you can get it (<i>Susan Cullen, Australian Taxation Office</i>)	Panel: Transforming Public Services: Intercontinental perspectives to addressing sustainability	Talk: Reimagining a 21st Century welfare state: A case study and some tools for third-horizon policy design (S. Taylor and B. Souto, London Borough of Camden, UK)	Workshop: Solutions to an ageing population with speculative design (C. Karlberg, Municipality of Lidingö; L. Löfqvist, City of Lidingö and S.Nissar, Eggs Design)	Group therapy	Workshop: How to talk about about trauma safely (<i>Ciandelle Hughes, Government Digital Service, UK</i>)
14:50–15:05	BREAK					
15:05–15:50	Talk: Joined up digital services for Scotland (<i>Fiona MacLellan, Scottish Government</i>)		Talk: Designing systemic change on the edge of the world: A case study (<i>Julius Oförsagd, Arctic Factory, Finland</i>)	Talk: Wading in – understanding, experimenting and leading ecosystem work in practice (<i>Eevi Saarikoski, Finnish Tax Administration</i>)	Speed networking	
16–18	FREE TIME					
18:00	DINNER AND STORIES					

Day 2 (Wednesday 2nd October) – Morning – Otaniemi

	Kaleva Hall (Dipoli)	Juniper (AVP)	Meadow (AVP)	Lobby (Dipoli)
8:30	Registration			
9:15	Keynote: Design for Government, looking back and forward (<i>Núria Solsona, Marco Steinberg, and Seungho Park-Lee, in collaboration with Aalto University</i>)			
10:00	<i>BREAK</i>			
10:15	Talk: “All you need is design, design, design is all”: Three distinct relationships between design and policy (<i>Ramia Mazé, University of the Arts London, UK</i>)	Workshop: Exploring the future of public sector work through foresight and innovation at Kela (<i>A. Ojajärvi, V. Hyytiä, K. Takala, J. Mattila and P. Rajaharju, Finnish Social Insurance Institution, Finland</i>)	Workshop: The Chaos Whisperers: Reimagining the Iceberg Model to map systems and address complex challenges (<i>D. Hidalgo, A. Ardelean and J. Allen, Ministry of Justice, UK</i>)	Informal networking
11:00	<i>BREAK</i>			
11:15	Talk: What do birds, bees and trees have to do with design for government? An introduction to designing with nature (<i>Emīlija Veselova, Aalto University, Finland</i>)			
12–13	LUNCH BREAK AND TRANSIT BETWEEN VENUES			

Day 2 (Wednesday 2nd October) – Afternoon – Kalasatama and City Hall

	City Hall	Auditorium	Silakka	Troolari	Taimen	Kuha	Lohi	Proomu
13–13:35	Workshop: Designing for Impact – Cities and environmental sustainability (<i>J. Hannula, E. Berg, H. Harris and H. Wesslin, City of Helsinki and R. Manninen, Senate properties, Finland</i>)							
13:35–14:20		Workshop: Integrating behavioural insights into the design process (<i>H. Tammsaar, Government Office of Estonia; A. Habakuk, Tallinn Urban Environment; M. Lassander and E. Korkalainen, The Prime Minister's Office of Finland</i>)	Group Therapy	Discussion group: Designing in complexity: A systems oriented design approach for improving public services (<i>M. Urbano, T. Glaes and M. Nørregaard, City of Oslo, Norway</i>)	Talk: Design for India – Kerala State design policy and the City of Design prototype (<i>Ranjit Menon, Amrita University, India</i>)	Workshop: Avoid the drawer: How to make project outcomes stick through stakeholder engagement (<i>J. van de Ven, Muzus, Netherlands</i>)	Workshop: The department of belonging: Future infra-structures for migrant participation (<i>R. Šerpytyte, U.a Varanasi and I. Bakić, Aalto University, Finland</i>)	Workshop: Reimagining the future of governance through design: Reflections on summit of the future (<i>A. Poole, I. Velasco, J. Vesikko, UN Futures Lab</i>)
14:20–14:35								
14:35–15:20			Discussion group: Enabling the next 10 years of public design (<i>A. Knight, UK Civil Service</i>)	Discussion group: Keeping live services alive in complex systems (<i>S. Wickstead and J. Poggi, HM Courts and Tribunals Service, UK</i>)	Talk: Exploratory Scenario Planning (XSP) as a tool to improve urban planning and post disaster reconstruction public policies (<i>G. Perez, Lincoln Institute of Land Policy, Argentina</i>)			
15:20–15:30								
15:30–16		Closing session: Design in government – What have we learned and where to next? (<i>T.Suihkonen and J.Isoniemi</i>)						

16:15 →	TWILIGHT TOASTS							
18:00 →	SDN opening reception							

The Closing session will be streamed into rooms Aava and Troolari.