


**MIND
LAB**

Friendly Government

Or, How Citizen-Centered Innovation
Can Transform the Public Sector

A photograph of a group of young people walking on a city street. In the foreground, four young men are walking towards the camera. They are dressed in winter clothing, including jackets and scarves. The background shows a city street with buildings, a traffic light, and other pedestrians. The overall scene is a candid shot of urban life.

Christian Bason, Innovation Manager

**MIND
LAB**





Agenda

Background

US vs. DK

The Challenge

About MindLab

Case

Three Lessons

Background

Innovating Welfare (2007)



Put the Citizen Into Play (2009)



US vs. DK

Public Sector's Share of the Economy

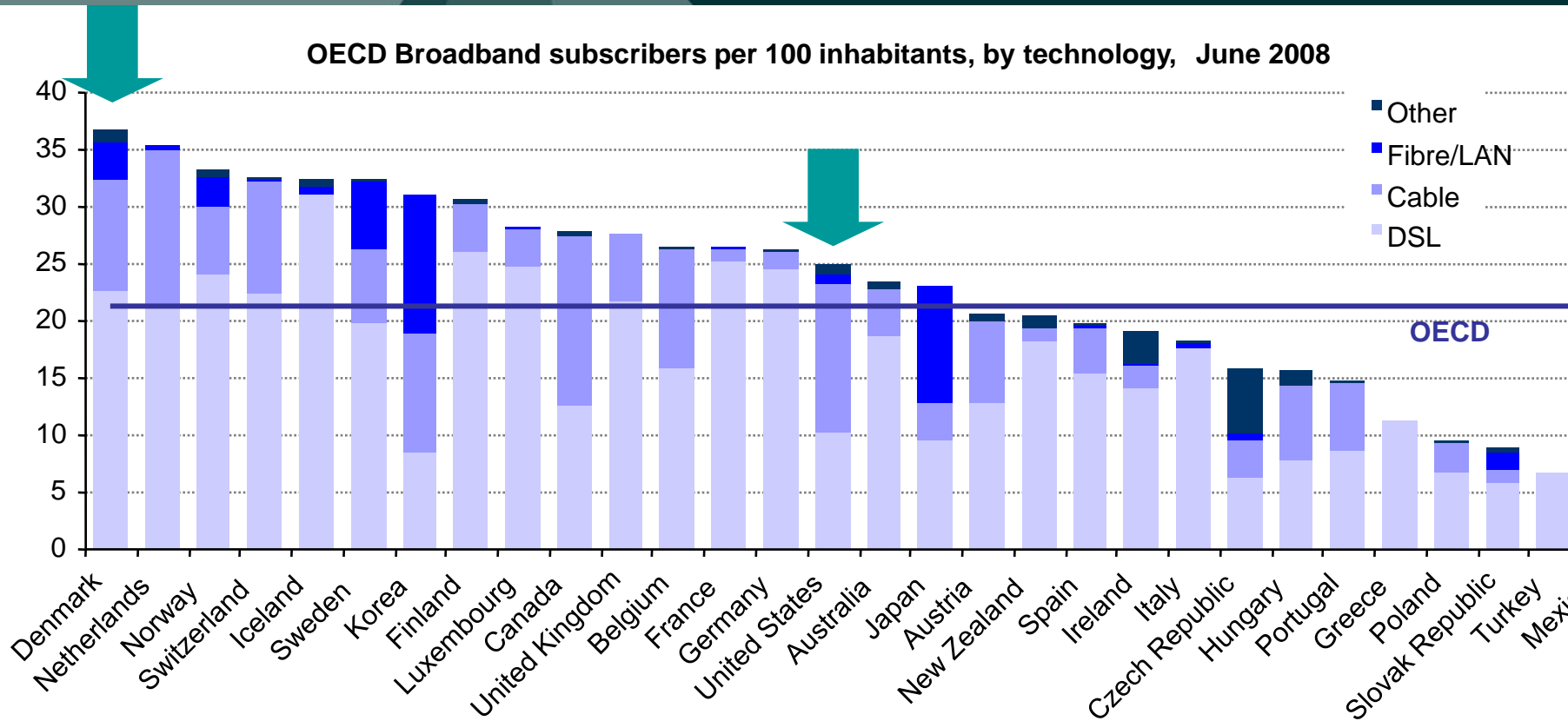
Denmark

51%

USA

37%

US vs. DK Broadband Subscriptions



US vs. DK

New Citizen Thinking?

”Government is part of the solution, not the problem.”

New Government Thinking?

”Citizens are part of the solution, not the problem.”

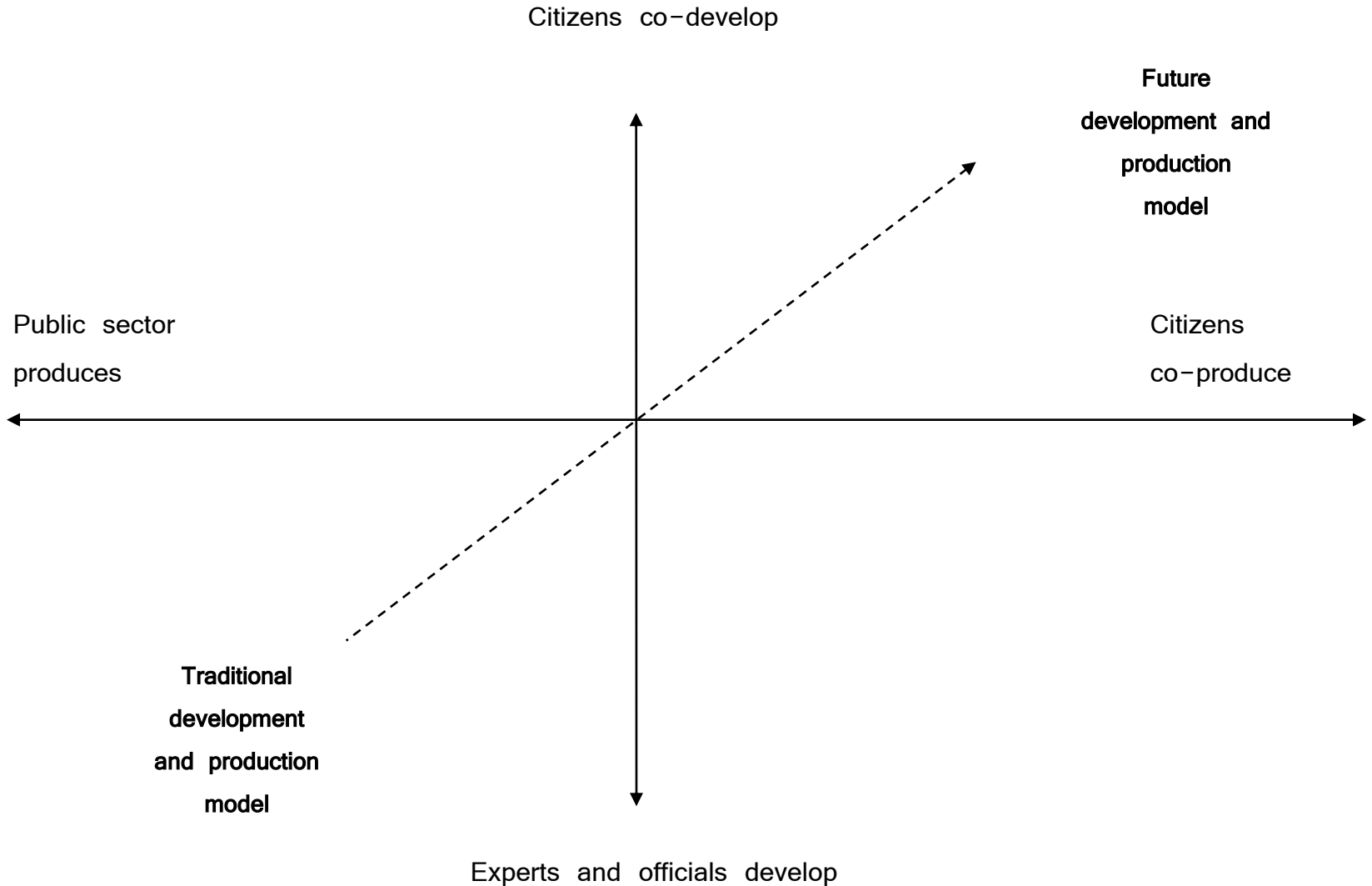
The Challenge

How can we meet citizen's expectations for ever-better public policies and services with ever-fewer resources?



An Answer?

Engaging citizens as co-developers and -producers



1. What is The Innovation Potential?

For whom, when, why?

What is valuable today?

Where can value be increased?

2. How Can the Potential be Realised?

Eye-opener to see reality of citizens and businesses "outside-in"

Users have their own suggestions as to how services could change

Co-development: "would that work in *my* reality?"

3. Knowledge About Impacts

How will citizen's daily activities and experiences work as resources or challenges in implementing the new policies?

**MIND
LAB**

Mission

To involve citizens and businesses in
developing innovative solutions for society



About

Part of three national ministries [departments]

Economic & Business Affairs [Commerce]

Taxation [Treasury]

Employment [Labor]

Staff of 15

Core staff

Ph.D. students

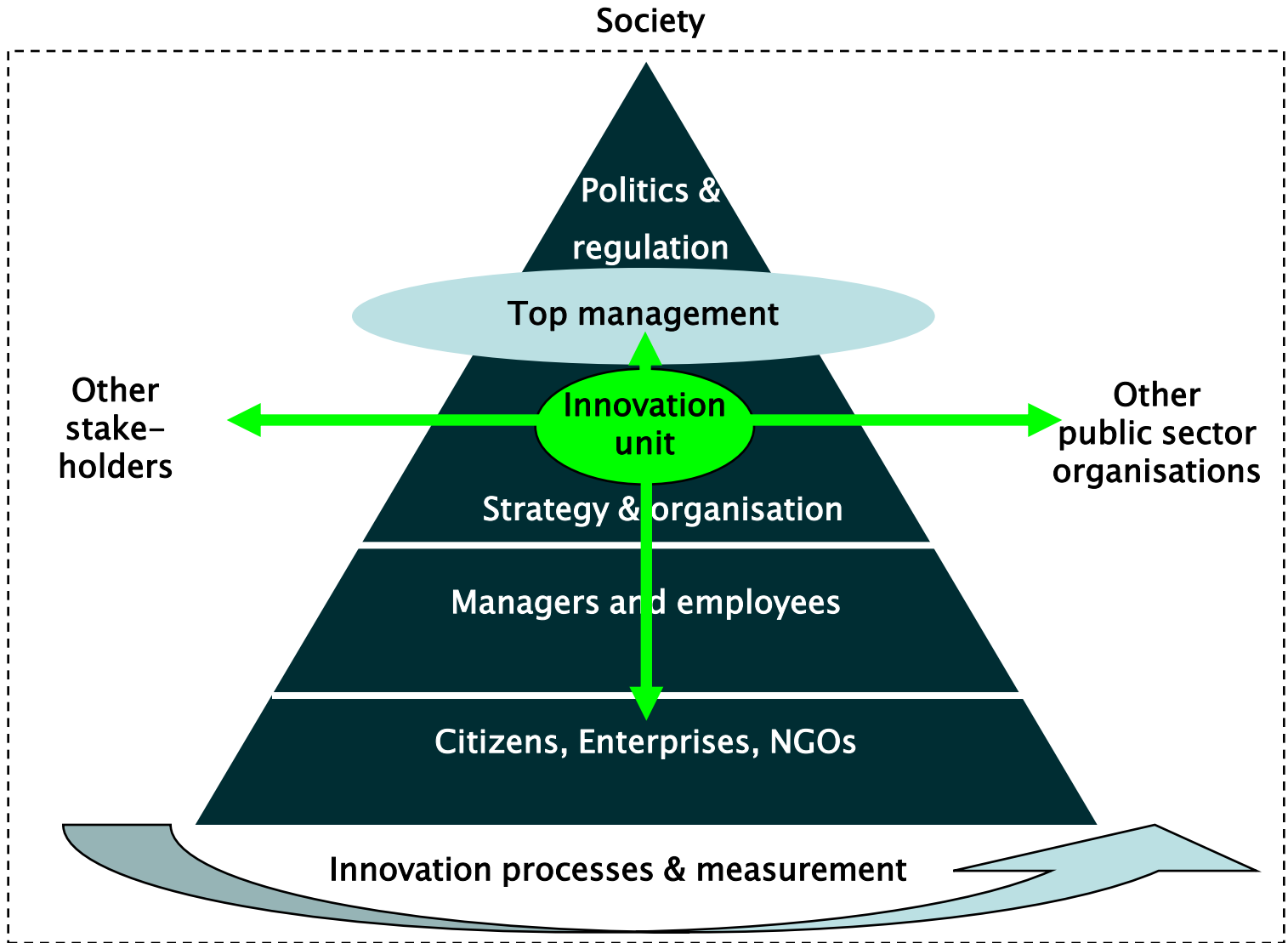
Stationed project leaders

Board

Three Permanent Secretaries of ministries

Four external members from business & academia

Short-circuiting bureaucracy from within



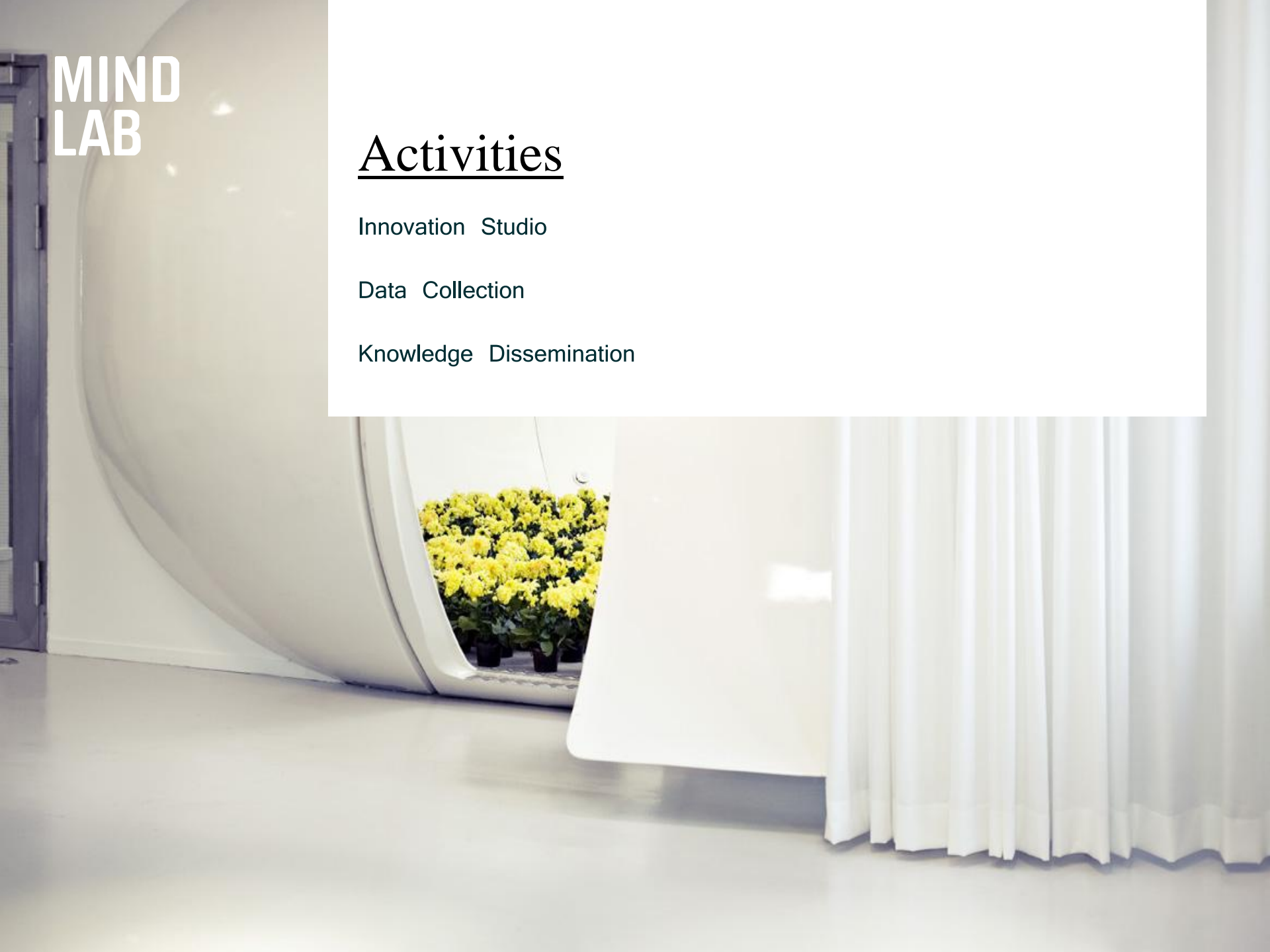
MIND
LAB

Activities

Innovation Studio

Data Collection

Knowledge Dissemination



MIND LAB

National business strategy on climate change

-> Common vision
and initiatives

Insight: Partnership



Three lessons from MindLab

1. Citizen-centered Innovation Works

Outside-in is a valuable eye opener

But: Leadership, awareness and employee competencies are insufficient

2. There's Value to Harvest

Better services can come at no extra cost

But: The public sector is not used to thinking systematically about value creation

3. A Change Agent Is Needed

Cross-governmental collaboration can happen

But: It needs top management focus
– and a push!



**MIND
LAB**

“Politics will need to
reflect our lives as they
are actually lived.”

/ Barack Obama