

Agenda: Strategic Design and Public Policy

A co-hosted event by UNIDIR/UW/SBS Oxford – 9-11 June, 2010

Day 1

Arrivals and coffee 09:30- 10:00

Opening session Introduction 10:00- 12:00

Welcome Remarks

Theresa Hitchens (UNIDIR), Gerry Philipsen (UW), Lucy Kimbell (SBS Oxford)

Derek Miller and Lisa Rudnick, UNIDIR

- How we got here – globally, and as a project at UNIDIR
- What we hope to accomplish together
- Our criteria for Conference success

Introduction of participants

Lunch 12:00- 14:00

Session 1 Prospects and Challenges for Local Knowledge in Public Service 14:00-17.00

Description: The international community is currently advancing key political agreements in the areas of humanitarian action, development and peacebuilding. In each of these domains of international public service there remain complex and open questions about how to achieve on-the-ground social impact. It has been noted by UNIDIR and elsewhere that there is a notable convergence taking place across these domains on the value of *local knowledge* for effective local action. In this session we set the scene by defining the key problematics associated with generating and applying local knowledge to local action.

A Humanitarian Perspective (20 min. followed by brief question and answer)

Randolph Kent, Director of the Humanitarian Futures Project, King's College, London

A Development Perspective (20 min. followed by brief question and answer)

Tore Rose, Principal of SecDev and EPESMandala; Senior Fellow UNIDIR

A Public Health Perspective (20 min. followed by brief question and answer)

Roz Lasker, Clinical Professor of Health Policy and Management, Mailman School of Public Health, Columbia University

Group exercise and discussion: A facilitated exercise among all conference members to generate some insights from the presentations. **Facilitator:** *Lucy Kimbell*

Coffee Break 15:15-16.00

Day One Wrap-up 16.00-16.30

Description: A brief review of the day's discussions and preparation for the work tomorrow.

Day 2

Session 2 Turning Public Sector Problems into Design Challenges 9:30-12.30

Description: There is considerable effort being made in key sectors of the business, management, and design communities to harness the systems, processes, vocabulary and theory of design for improving "user experience" to bring value to services. In this session, we hear how the design of services is being reconceptualized and conducted in both the public and private sectors, and how this invites new approaches for addressing international programming and policy challenges. This allows us to reflect on the challenges raised in Session 1 from a new footing.

Design is a Process (20 min. followed by brief question and answer)

Dick Buchanan, Weatherhead School of Management, Case Western Reserve University

Designing Operations (20 min. followed by brief question and answer)

Steve New, Säid Business School, University of Oxford

Emergent Practices and the Future of Design (20 min. followed by brief question and answer)

Lucy Kimbell, Clark Fellow of Design Leadership, Säid Business School, University of Oxford

Group exercise and discussion: A facilitated exercise about the possible contributions of, and concerns about, the use of design in public policy. **Facilitator:** *Cale Thompson*

Lunch 12:30- 14:00

Session 3 Grounding Design in Cooperative and Ethical Cultural Research 14:00-17.00

Description: As design and management press the boundaries into social research, on the one hand, and into international public policy on the other, it is essential that tabled design solutions for social action – whether in mine clearance, weapons collection, child protection strategies, or building humanitarian acceptance strategies – are reposed upon rigorous and ethical cultural research. In this session we introduce the Strategic Design Framework for conceptualizing the movement of cultural research findings through to project design, and learn about local strategies research that provides a foundation for generating applicable knowledge for designing local action.

The Strategic Design Framework for moving knowledge to action through design

Derek Miller and Lisa Rudnick, UNIDIR

Local Strategies Research and its value to both design and pragmatic public policy

Gerry Philipsen, Center for Local Strategies Research, University of Washington

Group exercise and discussion: A facilitated exercise reflecting upon uses of and relevance for cultural research and strategic design for different areas of work. **Facilitator:** *Steve New*

Day Two Wrap-up 17.00-17.15

Description: We briefly review the day's progress and prepare for the work tomorrow.

Day 3

Session 4 Strategic Design and Public Policy: Working Group Sessions 9:30-12.30

Description: The previous sessions to this conference have all provided overviews of challenges, promises and limitations of the three pillars – public policy, design, and cultural research – when facing problems in the creation of public service. In these working sessions, we break into small groups to explore how cross-pillar cooperation may be used to consider a real-world and pressing challenge in post-conflict stabilization issues known as "reintegration" of ex-combatants. Reintegration refers to the activities and processes by which ex-combatants are presently being facilitated by the UN and its partners to return to civilian life after war. In cross-pillar working groups (following a brief presentation about reintegration), teams will be asked to explore the problem from their combined vantage points in order to illuminate how a cross-pillar team might design a process for addressing reintegration. In line with the Strategic Design Framework groups may consider:

1. What is the goal (and how should this be determined)?
2. What needs to be known to achieve this goal in a specific socio-cultural context?
3. How should this be learned?
4. How is that knowledge to be applied to a programmed design?
5. How can this be done to ensure that the designs are actually informed by cooperative and ethical engagement with those involved (broadly defined) in reintegration?

This activity will allow us to explore and reflect upon:

- How did working across these pillars provide value to the way we might have considered such questions had we *not* worked with A) cultural research specialists, B) design professionals, C) policy experts, and D) a framework from which to proceed?
- What limitations or challenges did you face in working together?
- Do these challenges seem worth addressing cooperatively in the future in a shared agenda?
- Where there any "breakthrough" moments for anyone (or any teams) when something seemed to click or come together?

Lunch 12:30- 14:00

Session 5 Strategic Design and Public Policy: Plenary Sessions 14:00-17.00

Description: In this final working session, the plenary group builds on the findings of Session 4 and works to achieve the three outcomes for the Conference: A) Common Statement, B) A Common Agenda, and C) Building Partnerships for Action.

Conference Wrap-up 17.00-17.15

Description: Thanks are expressed, review next steps, and finalize plans for dinner and transport.