

Innovating the Public Sector: from Ideas to Impact



12-13 November 2014

OECD Conference Centre, Paris

Agenda

#ideas2impact





Final Agenda

Organised in partnership with:



The OECD *Knowledge Sharing Alliance*

opsi@oecd.org

2, rue André-Pascal,
75775 Paris CEDEX 16, France

12 November 2014

08h30

Registration and welcome coffee

09h30 – 10h45, CC12

Opening Plenary: Setting the Scene

11h00 – 13h30

Parallel Sessions

Workshop 1, Ockrent

Designing and Prototyping for Public Services

Workshop 2, Marshall

Disruptive Approaches for Digital Innovation

Innovation Talks, Auditorium

Sharing Innovative Experiences from Around the World

13h30 – 14h30, CC6

Hosted Lunch

14h30 – 17h15

Parallel Sessions

Workshop 3, Ockrent

Innovation Labs

Workshop 4, Marshall

Beyond Innovation Awards?

Innovation Talks, Auditorium

Sharing Innovative Experiences from Around the World

17h30 – 18h30, CC12

Plenary: Public Sector Innovation - An External Perspective

18h30 – 20h00

Cocktail

13 novembre 2014

08h30

Registration and welcome coffee

09h30 – 11h00, CC12

Opening Plenary: Driving Innovation – the Role of Innovation Strategies

11h00 – 11h30

Coffee Break

11h30 – 13h00

Parallel Sessions

Breakout 1, CC12

Government Capacity for Innovation

Breakout 2, CC4

Partnering for Innovation

Breakout 3, CC18

Knowledge Sharing for Innovation

13h00 – 14h30, CC6

Hosted Lunch

14h30 – 16h00, CC12

Plenary Session: Expert Panel on Innovative Government – the Art of Innovation

16h00 – 16h30

Coffee Break

16h30 – 18h00, CC12

Closing Plenary: Ministerial Panel

12 November

Opening Plenary: Setting the Scene

9h30 – 10h45 What is the role of public sector innovation for public administrations today? What potential benefits can it provide, what challenges do governments face in unlocking this, and how can the OECD's Observatory of Public Sector Innovation provide support?
CC12

The conference will open with introductory remarks from senior public leaders on the role of innovation in transforming government and enabling better outcomes for society.

The [Observatory of Public Sector Innovation's](#) online platform will also be introduced, including a demonstration of its features.

Welcome remarks:

- Ms. Mari Kiviniemi, Deputy Secretary-General, OECD

Keynote addresses:

- Mr. Christian Bason, Chief Executive of the Danish Design Centre (DDC), Denmark
- M. Henri Verdier, Directeur, Administrateur général des données, ETALAB, Secrétariat Général à la Modernisation de l'Action Publique, France

Remarks from the Chair of the OECD Public Governance Committee:

- Mr. Joe Wild, Senior Assistant Deputy Minister, Treaties and Aboriginal Government Aboriginal Affairs and Northern Development, Canada

Workshop 1: Designing and Prototyping Public Services

Organised in collaboration with Nesta

11h00 – 13h30 Applying design methods to public services can help to develop a better understanding of user needs and how services can be created to match them.

Ockrent Some parts of design, such as prototyping offer the public sector quick, agile ways to test new solutions while containing risk. This workshop will look at the role that design and prototyping can play in developing more innovative public services, providing participants with a taste of how they can be used practically in their own work.

Moderator: Mr. Brenton Caffin, Director, Innovation Skills, Nesta, United Kingdom

Overview of experience

- Mr. Christian Bason, Chief Executive of the Danish Design Centre (DDC), Denmark
- Mr. Dominic Campbell, Founder and Director, FutureGov, United Kingdom
- Ms. Sabine Junginger, Associate Professor, Center for Design, Culture and Management, The School of Design Kolding, Denmark
- Mr. Stéphane Vincent, Délégué général, La 27e Région, France

Group simulation

Lessons learned and conclusions

Workshop 2: Disruptive Approaches for Digital Innovation

Organised in collaboration with Futurs Publics, Public service innovation Lab, France

11h00 – 13h30 To build the ‘public sector of tomorrow’, digital technology is essential to transform public bodies and their relationship with users and other key partners like businesses and local governments. This workshop will look at the role of digital and new technologies in modernising public services and in creating disruptive ways for service delivery. Drawing on France and other countries’ experiences, participants will learn about the challenges that digital innovations pose, how new technologies are providing new ways to develop public services (for example enabling quick prototyping and rapid development) and have the opportunity to try out new digital solutions themselves.

Marshall

Short introduction on challenges of digital technologies for innovation

- Mr. Jacques-François Marchandise, Director of Research, Fondation Internet Nouvelle Génération

STAND 1: Digital technologies and employment

- Ms. Sadrine Alèbe, Mr. Arnaud Vexlard, Mr. Michel Blandel, Pôle emploi, France

STAND 2 Educational use of digital technologies in schools

- Mr. Max Aubernon and Ms. Morgane Louis, Ministry of Education, France
- Mr. Stéphan Vincent-Lancrin, Senior Policy Analyst, Directorate for Education and Skills, OECD

STAND 3: New public services at local level through open data

- Mr. Christian Quest, President of Openstreetmap
- Ms. Barbara Ubaldi, Project Manager, Digital Government, OECD

STAND 4: Social media use for services innovation

- Mr. Nicolas Chapuis, Chief Information Officer, Ministry of Foreign Affairs, France
- Mr. Carlos Fernandez Guerra, Communications Director, Spanish National Police, Spain

Discussion on the conditions for success

- Mr. Jacques-François Marchandise, Director of Research, Fondation Internet Nouvelle Génération

Innovation Talks : Sharing Innovative Experiences from Around the World

11h00 – 13h30

Auditorium

Innovating can be tricky. That's why we think it's important to share experiences to provide ideas and inspire others. During this session, speakers will share their own ideas and experiences for overcoming the challenges and achieving impact with innovation.

Moderator: Mr. Edwin Lau, Head of Division, Public Sector Reform, Public Governance and Territorial Development Directorate, OECD

Innovation Talks:

Zero Licencing

Ms. Maria Manuel Marques, Professor, University of Coimbra, School of Economics, Portugal

Police and social media

Mr. Thorir Ingvarsson, Detective Inspector, Reykjavik metropolitan police, Iceland

The benefits of open innovation

Mr. Pasi Pohjola, Development Manager, National Institute for Health and Welfare, Finland

A Story about Innovating Locally

Mr. Jacky Foucher, *Founder of Grrr Agence créative*, France

Electronic Visa Application System (EVAS)

Mr. İshak Ebrar Çubukcu, *Head of Department, Information Technologies (IT) Directorate, Turkish Ministry of Foreign Affairs*, Turkey

Evidence and Innovation

Mr. Andy Feldman, Special Advisor, Office of Management and Budget, Evidence & Innovation Team, United States

"The Innovation Bazaar": Kick-starting innovation in the public sector

Mr. Asaf Tzachor, Ministry of Environmental Protection of Israel, Senior Supervisor for Strategy & Sustainability, Israel

Workshop 3: Innovation Labs

Organised in collaboration with Mindlab, Denmark

14h30 - 17h15 In recent years a number of countries have started to experiment with innovation labs for policy making; but what value does a lab bring and how can governments make the most of them? This workshop will look at how innovation labs can support innovation. It will draw on the experiences of governments, looking at the different models of labs and the practical considerations when establishing one.

Ockrent

Moderator: Mr. Christian Bason, Chief Executive of the Danish Design Centre (DDC), Denmark

Brief overview of experiences

- Ms. Jo Casebourne, Director, Public and Social Innovation, Nesta
- Ms. Jessica Nierenberg, Senior Analyst, Strategic Issues, Government Accountability Office, United States (via video link)
- Mr. Marco Steinberg, Founder, Snowcone & Haystack, Finland
- Ms. Andrea Siodmok, Head, Open Policy Lab, Government Innovation Group, Cabinet Office, United Kingdom
- Ms. Stephanie Wade, Director, Innovation Lab, Office of Personnel Management, United States

Question and Answer with Experts

- Mr. Juan Felipe López Egaña, Executive Coordinator, Public Innovation Committee, Chile
- Ms. Jennifer Miller, Director, Policy Innovation, Plans and Consultations and Intergovernmental Affairs, Privy Council Office, Canada
- Mr. Alex Roberts, Innovation Advocate, Innovation Policy & Coordination, Portfolio Strategic Policy Division, Department of Industry, Australia
- Ms. Françoise Waitrop, Head of Insight and Innovation in the Secretariat General for Modernization of Public Action, France

Group discussion moderated by Mindlab

Closing panel discussion and conclusions

Workshop 4: Beyond Innovation Awards?

14h30 – 17h15 Innovation awards have been in place at national and international levels for a number of years but how effective are they as a means to inspire, encourage and identify innovations? This workshop will look at the role and value of innovation awards by hearing directly from the winner of an innovation award about the consequences for their project, learning about the trends and patterns that awards can help to identify, and most of all through sharing experiences with countries with different types of innovation awards.

Marshall

Moderator: Ms. Maria Manuel Marques, Professor, University of Coimbra, School of Economics, Portugal

Overview of experiences

- Mr. Jan Mathu, Advisor general, Facility Manager and Head of Purchase Service, Service Public Federal, Mobilité et Transports, Belgium
- Mr. Pétur Berg Matthíasson, Head of Division, Department of Public Management and Reform, Ministry of Finance and Economic Affairs, Iceland
- Mr. Lindani Mthethwa, Chief Director, Solution Support and Incubation at the Centre for Public Service Innovation, South Africa

Group discussion

Lessons learned and conclusions

- Mr. Sanford Borins, Professor of Strategic Management, Department of Management, University of Toronto-Scarborough, Canada

Innovation Talks : Sharing Innovative Experiences from Around the World

14h30 – 17h15
Auditorium

Innovating can be tricky. That's why we think it's important to share experiences to provide ideas and inspire others. During this session, speakers will share their own ideas and experiences for overcoming the challenges and achieving impact with innovation.

Moderator: Mr. Dan Hill, Executive Director, Futures and Best Practice, Future Cities Catapult, United Kingdom

Innovation Talks:

The Dinobusters

Ms. Nancy De Vogelaere and Ms. Elke Wambacq, Flemish public administration, Belgium

Procurement to Pay health innovation

Mr. Jamie Tibbetts, Assistant Deputy Minister and Chief Financial Officer, Department of Health, Canada

Innovating employment services

Mr. Reynald Chapuis, Director, Innovation and Corporate Social Responsibility, State Employment Service, Pôle emploi, France

Management and information technology

Mr. Luca Attias, Director General, Court of Audit, Italy

Internet application to help with tax submission

Ms. Kaja Zalewska, Advisor in the Ministry of Finance, Poland

Innovative Lessons from Building Digital Government

Mr. Siim Sikkut, ICT Policy Adviser in Government Office, Estonia

The work of a Behavioural Insights Team

Mr. Michael Hallsworth, Principal Advisor, Head of Health & Tax, Behavioural Insights Team, United Kingdom

Plenary: Public sector innovation - An External Perspective

17h30 – 18h30 External commentators from different walks of life will provide their thoughts on the day's discussions, highlighting their observations about public sector innovation, what they have heard and the challenges ahead.
CC12

Moderator: Ms. Françoise Waintrop, Head of Insight and Innovation in the Secretariat General for Modernization of Public Action, France

- Mr. Jean-Louis Ceccaldi, Communication Director, FACE Foundation
- Mr. Dan Hill, Executive Director, Futures and Best Practice, Future Cities Catapult, United Kingdom
- Mr. Giovanni Moro, President of FONDACA, Italy

Closing Address:

- Mr. Thierry Mandon, French Secretary for State Reform and Simplification, France

13 November

Opening Plenary: Driving Innovation - the Role of Innovation Strategies

9h30 – 11h00

CC12

Innovation happens at all levels of government. However, the innovativeness of public sector organisations still varies widely. Some organisations have inscribed innovation in their DNA, while others are struggling to break away from traditional models and ways of operating.

The capacity of government to innovate is shaped by many elements, from how staff are recruited and trained to the incentives and values within the public administration. Does having a strategy for innovation that encompasses these elements improve the conditions and drivers for innovation? At what level (organisation, sector, whole of government) have strategies proven most effective? And what factors enable the vision to be realised?

During this fireside chat, senior leaders will reflect on their country's experiences in fostering innovation, sharing personal insights and advice for other government leaders.

Moderator: Mr. Geoff Mulgan, Chief Executive, Nesta

- Ms. Laure de la Bretèche, Secrétaire générale pour la modernisation de l'action publique (SGMAP), Premier ministre, France
- Mr. Roger Scott-Douglas, Assistant Secretary, Priorities and Planning, Treasury Board of Canada Secretariat, Canada
- Mr. Magnus Enzell, Senior Adviser, Ministry of Enterprise, Energy and Communications, Sweden
- Mr. Margus Sarapuu, Government Strategy Director, Estonia

Breakout 1: Government Capacity for Innovation

11h30 – 13h00 What stops good ideas becoming implemented innovations? Cultural inertia, lack of leaders' support, inadequate time and resources, and skills mismatch may hinder the capacity of government to achieve effective innovations. What are the strategic policy issues that governments need to consider to tackle some of these challenges?

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This session addresses issues such as how to achieve culture change, get buy in from leaders, develop a workforce with the skills and competencies for innovation and ensure that innovation has the space and resources necessary to succeed.

Moderator: Mr. Geert Bouckaert, President, International Institute of Administrative Sciences (IIAS)

Discussants:

- Mr. Gary Banks, Dean and CEO of the Australia and New Zealand School of Government
- Dr. Beatrix Behrens, Head of Division, HR Policies, Federal Employment Agency, Germany
- Mr. Dustin Brown, Deputy Assistant Director for Management, Office of Management and Budget, Executive Office of the President, United States
- Ms. Åsa Erba-Stenhammar, Head Negotiator, The Union of Civil Servants, Sweden

Breakout 2: Partnering for Innovation

11h30 – 13h00 Public sector innovation rarely happens in isolation but draws on the ideas, experiences and resources of actors beyond the public sector. This session will discuss examples of the public sector partnering with different actors from the public sector, civil society and the private sector, identifying the challenges and benefits it can bring

CC4

Moderator: Ms. Katju Holkeri, Head of Public Governance Unit, Ministry of Finance, Finland

Discussants:

- Mr. Kieron Boyle, Head of Social Investment & Finance, Government Innovation Group, Cabinet Office, United Kingdom
- Mr. Rafael Cervone, Vice President of CIESP (Center of the Industries of the State of São Paulo), Brazil
- Mr. Francesca Moccia, Deputy Secretary General, Cittadinanzattiva, Italy
- Mr. Peter Simeoni, Assistant Deputy Minister, Citizen Service Branch, Service Canada, Canada

Breakout 3: Knowledge sharing for Innovation

11h30 – 13h00 The way knowledge is managed can support or hinder public sector innovation. One challenge for government is to build capacity to capture and pool available knowledge but also appropriate systems to share and diffuse it to improve public decisions about innovative solutions. The Observatory of Public Sector Innovation can support the development of knowledge networks on innovation and connect them at the international level (as a knowledge broker).

CC18

This session will discuss the rationale for developing knowledge networks on innovation within and across levels of government; the challenges faced during designing and development; the use of information communication technologies to enable a collaborative environment for knowledge sharing; and the implications for the work of the OECD Observatory.

Moderator: Mr. Edwin Lau, Head of Division, Public Sector Reform, Public Governance and Territorial Development Directorate, OECD

Discussants:

- Martina Kampmann, Senior Counsellor, Knowledge Sharing Alliance Office of the Secretary General, OECD
- Mr. Fernando de Pablo Martín, Senior Advisor, Higher Technical Telecommunication Engineer; Polytechnic University, Madrid, Spain
- Mr. Cheol H. Oh, President, Korean Association for Policy Studies and Member of the Government 3.0 Implementation Committee, Prime Minister's Office, Korea
- Prof. Dr. Eko Prasajo, Advisor to the Minister of Administrative and Bureaucracy Reform, Indonesia

Plenary Session: Expert Panel on Innovative Government – the Art of Innovation

14h30 – 16h00 Leading experts will take stock of existing knowledge on public sector innovation. Drawing on OECD analysis they will discuss ‘The Innovation Imperative – A Call for Action’ setting out priorities to strengthen the public sector’s capacity for innovation.

CC12

Introduction: Mr. Luiz de Mello, Deputy Director, Public Governance and Territorial Development Directorate, OECD

Moderator: Hon. Jocelyne Bourgon, President of Public Governance International

- Mr. Christian Bason, Chief Executive of the Danish Design Centre (DDC), Denmark
- Mr. Victor Bekkers, Dean of the Graduate School for the Social Sciences and the Humanities, Erasmus University, Rotterdam
- Mr. Sanford Borins, Professor of Strategic Management, Department of Management, University of Toronto-Scarborough, Canada
- *Mr. Jorrit de Jong, Academic Director, Innovations in Government Program, Ash Center, Harvard Kennedy School of Government (via video link)*
- Mr. Geoff Mulgan, Chief Executive, Nesta

Closing Plenary: Ministerial Panel

16h30 – 18h00 What can be done to make innovation a permanent reality for public sector organisations committed to excellence in the public service? The ministerial panel will discuss recommendations for increasing government's innovative capacity, highlighting what they see to be the priorities and challenges.

CC12

Moderator: Mr. Rolf Alter, Director, Public Governance and Territorial Development, OECD

- Ms. Mari Kiviniemi, Deputy Secretary General, OECD
- Ms. Marylise Lebranchu, Minister for Decentralisation and the Public Service, France
- The Rt Hon Francis Maude MP, Minister for the Cabinet Office & Paymaster General, United Kingdom
- Prof. Dr. Eko Prasajo, Advisor to the Minister of Administrative and Bureaucracy Reform, Indonesia
- Mr. Jaime Pérez Renovales, Under Secretary, Ministry of the Presidency, Spain



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