

RESEARCH THEME

Title of the doctoral research Service design as a framework to experiment with co-design in policy formation

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Abstract

Recently, many initiatives have been established at different levels of governance - often in the form of Public Sector Innovation (PSI) and policy labs - focussed on experimenting new policy formation and implementation practices, both directly and indirectly through service innovation. Services are on one hand influenced by policies and on the other hand operationalise policies. The experimentation of service design methods and tools for the design of policies is flourishing. Policy labs are testing these methods and tools in a variety of places and situations (Tönurist, McGann et al., 2018; Rizzo et al., 2019).

The overall objective of this research line is to investigate about the changing role of service design in interacting with Public Sector Innovation.

The assumption underlined in this proposal is that after a first wave of introduction of service design approach in public sector to improve the overall qualities of services and to lead process of changes in the culture of public organisations towards user centricity (Deserti & Rizzo, 2019); scholars are noticing a second trend: when service projects interact Public Sector Innovation they show potentialities to operationalise co-creation in policy design (Kimbell, 2017; 2015; Bason, 2014).

To investigate this assumption the research line develops in a manner that will involve the Ph.D candidate in desk research (literature review and case studies analysis), and action research by participating in large scale projects (EasyRights and SISCODE H2020 projects related to the topic) and by setting small scale experiments to explicitly study the initial assumption.

Keywords Service design, public sector innovation, design for policy