ICOS Cities Talks

Service ideation for climate policy challenges

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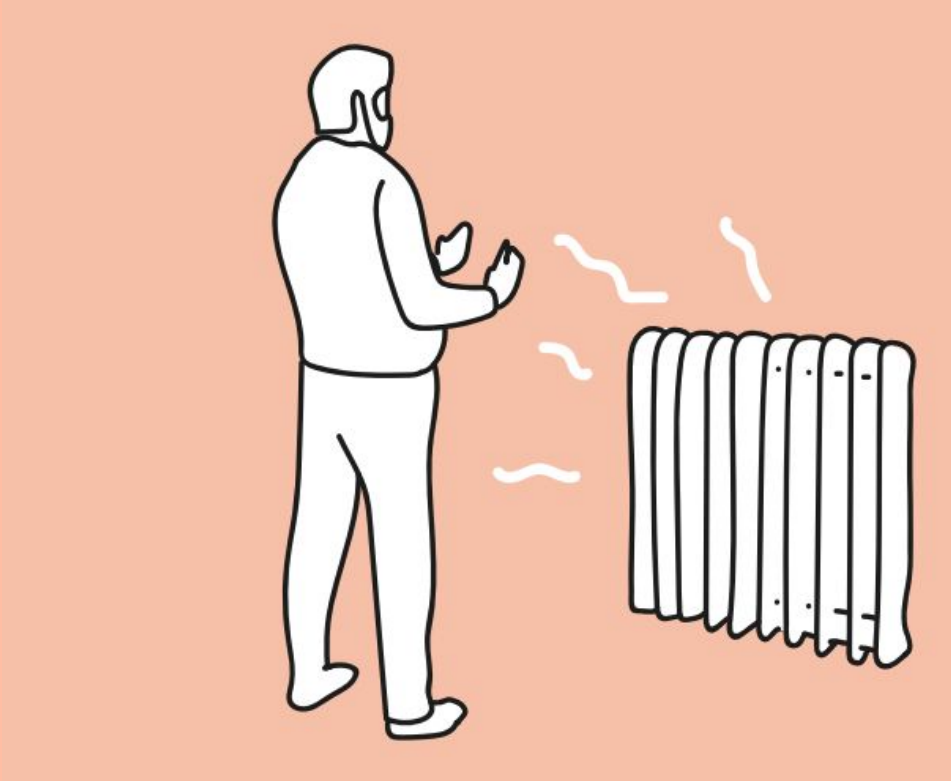
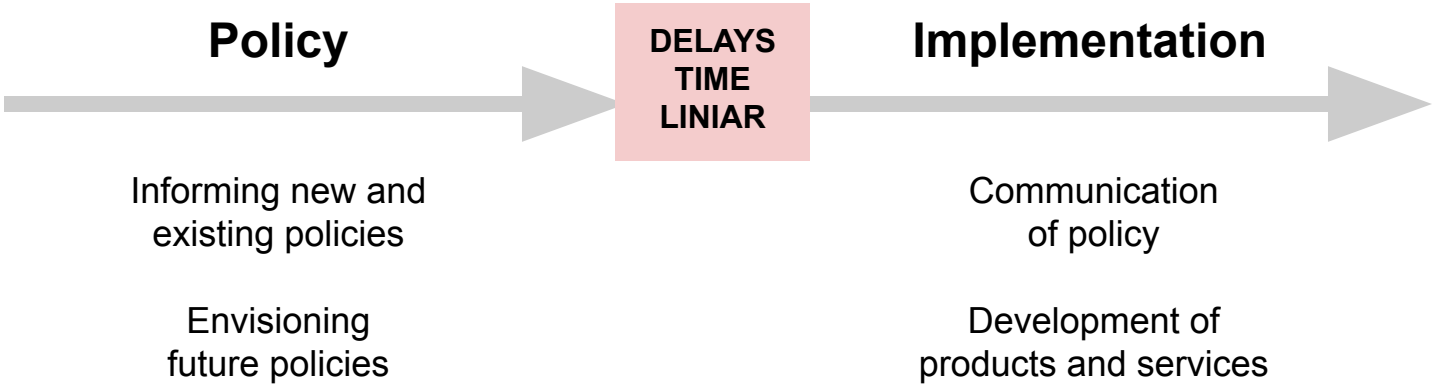


Illustration by Daniel Leiviskä, Emile Rebours, Hsin-Yun Lai Design for Government / Aalto University 2020

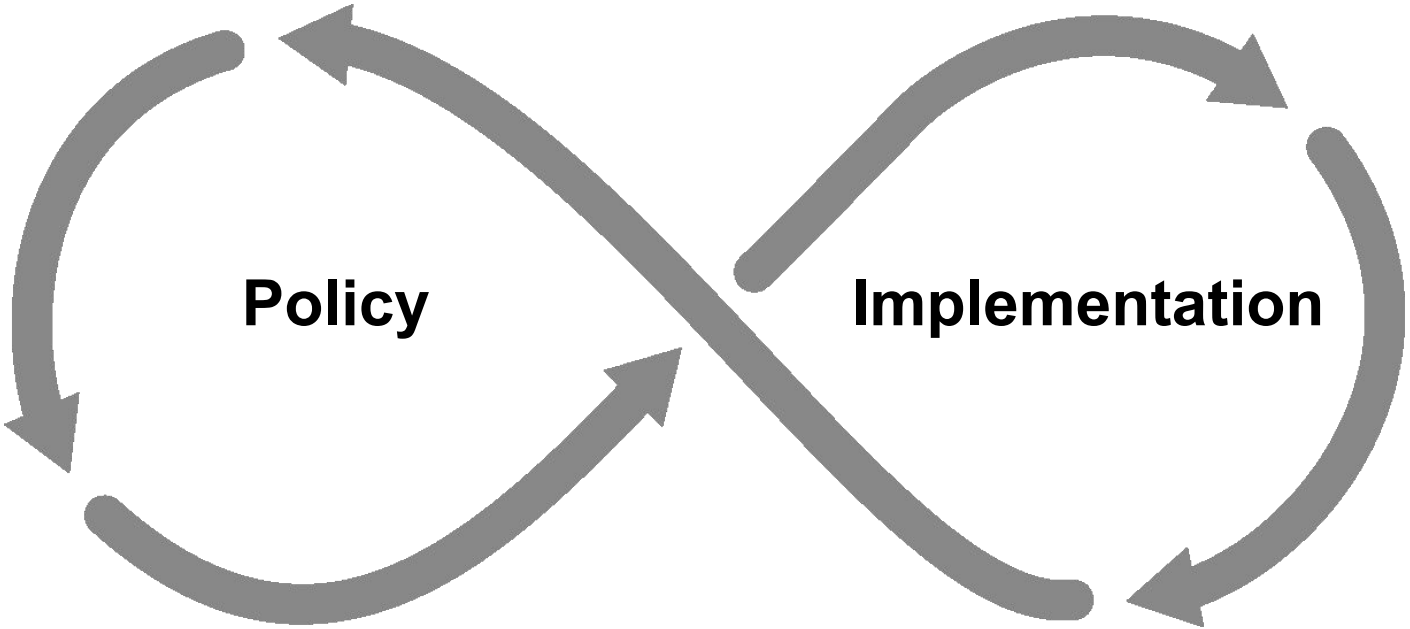
Aalto University
School of Arts, Design and Architecture

Traditional Policy-Making Process

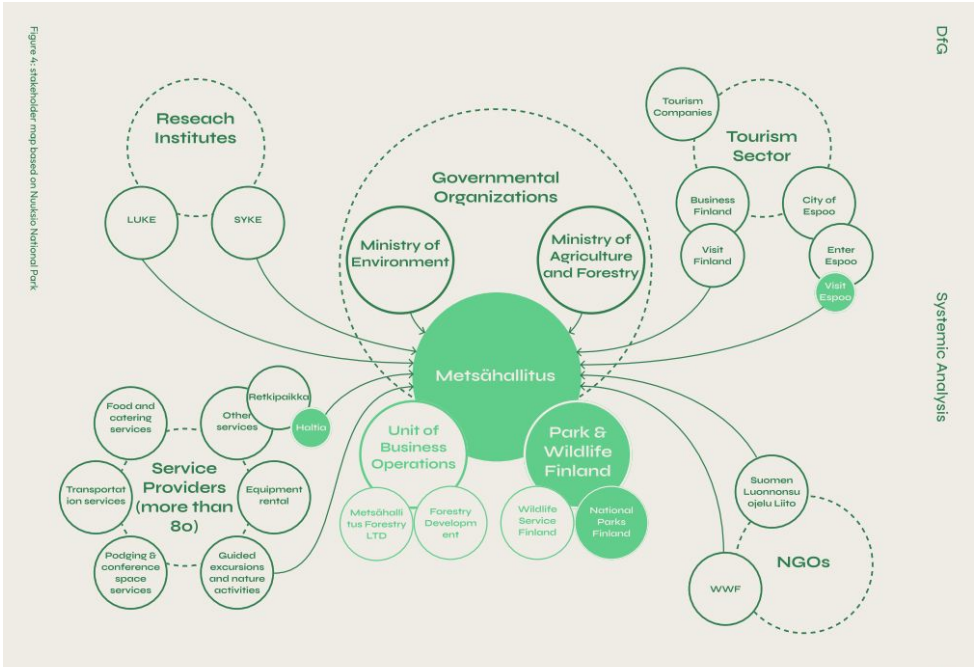
Traditional Policy-Making Process



Adapted from: Junginger, S. (2013). Design and Innovation in the Public Sector: Matters of Design in Policy-Making and Policy Implementation


Policy
Implementation

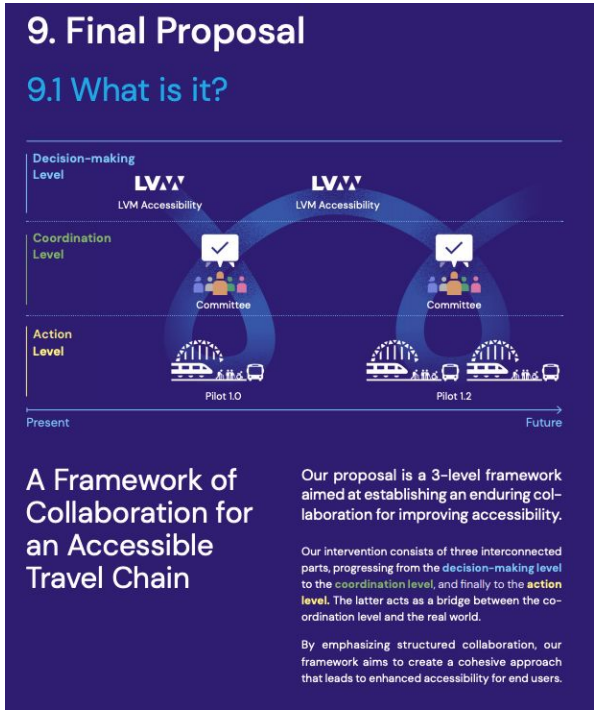
We apply systems approaches to analyze the wider context of policies, with a human-centered perspective, and behavioural insight to identify entry points that unlock sustainable change.



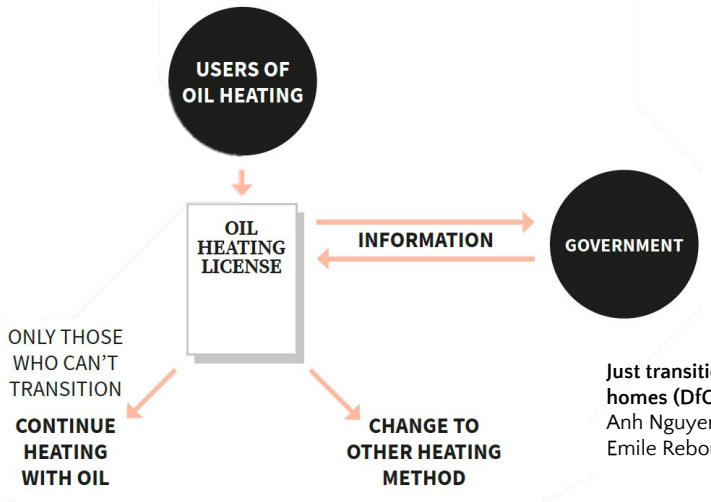
Sustainable Nature Recreation (DfG 2022)
project by Ninni Laaksonen, Sofia Wasastjerna, Xinyu Zhang, and Mante Zygelyte

Primary Producers Notification (DfG 2015)
Eevi Saarikoski, Lee Herold, Panu Autio
and Richard Hylerstedt

Empowering Citizens
through Artificial Intelligence (DfG 2019)
Group 1: Mia Aintila, Molly Balcom Raleigh,
Dian He and Mirko Wittka; Group 2: Eva Duran Sánchez, Christopher
Gros, Nehal Jain,
Nina Karisalmi and Hoai Van Chu



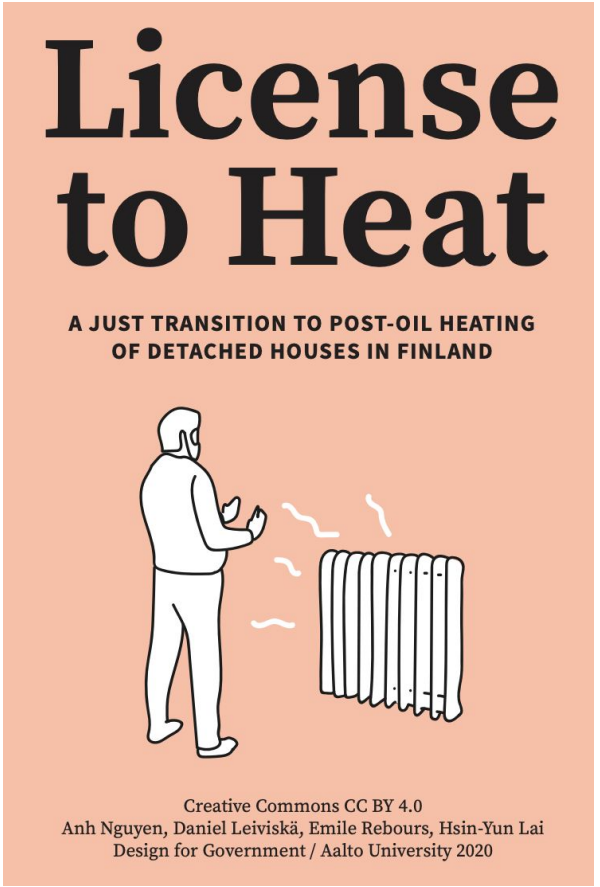
Accessible Travel Chains (DfG 2023)
Gabriel Fuentes, Katrina Hoffmann, Suvi Onne and Mina Rostami



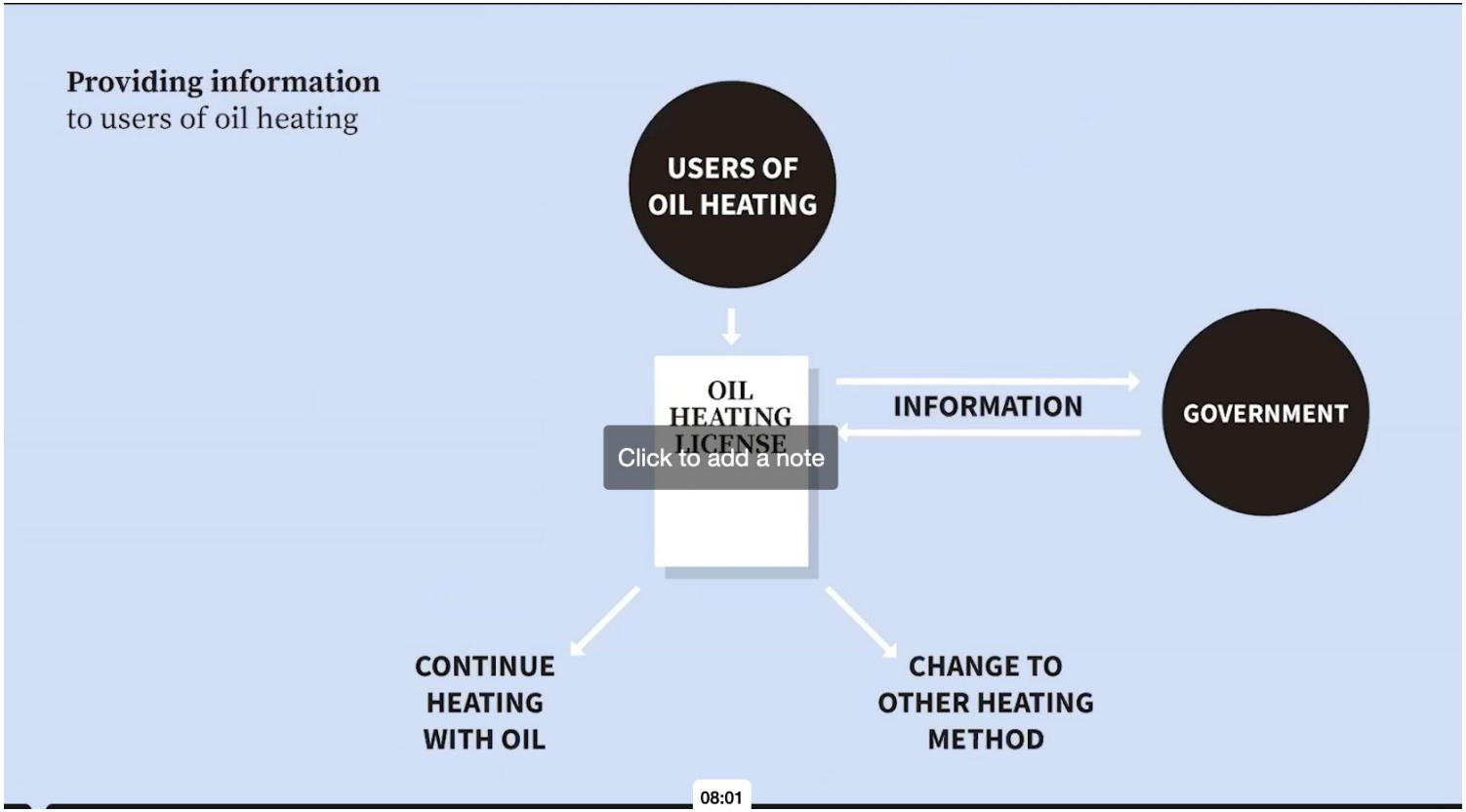
Just transitions in Post-Oil Heating homes (DfG 2020)
Anh Nguyen, Daniel Leiviskä, Emile Rebours, Hsin-Yun Lai

Case: Just transitions case from Design for Government (2020)

Oil is still commonly used for central heating in single-family homes, and these upwards of 130,000 homes represent a significant CO2 emission reduction potential. Moving away from residential oil-heating is much more than a technical question of energy systems and substitutes. The Ministry of the Environment is assessing measures to ensure a fair and just transition in the matter. This requires knowledge and understanding of the citizens living in the oil-heated housing: what hinders the transition, what are the effective means and measures and how the state can most effectively support the transition? This project looks at the role of single-family homes in Finland, including regulation of their lifespans and residential lifestyles.



License to Heat project by Hsin-Yun Lai, Daniel Leiviskä, Anh Nguyen, Emile Rebours
Available from: https://dfg-course.aalto.fi/2021/just-transition-to-post-oil-heating-in-homes-2/


Providing information
to users of oil heating
USERS OF OIL HEATING
OIL HEATING LICENSE
INFORMATION
GOVERNMENT
Click to add a note
CONTINUE HEATING WITH OIL
CHANGE TO OTHER HEATING METHOD
08:01

- Intervening at the behavioural level for change
- Imagine logic “what it could be”
- Real-time interventions with immediate feedback with responsive loops
- Experimentation mindset
- Services as entry points for continuous and iterative exploration
- Cross-cutting working group including data producers, legislators, and policymakers at all levels of public administration.

Case

- License to Heat project: Available from: https://dfg-course.aalto.fi/2021/just-transition-to-post-oil-heating-in-homes-2/

- Aalto Design for Government: dfg-aalto.fi

About the design approach:

- Kimbell, L. (2015). Applying Design Approaches to Policy Making: Discovering Policy Lab. Brighton: University of Brighton.
- Junginger, S. (2013). Design and Innovation in the Public Sector: Matters of Design in Policy-Making and Policy Implementation. Annual Review of Policy Design, 1:1.
- Bailey, J., & Lloyd, P. (2016). The introduction of design to policymaking: Policy Lab and the UK government. In Proceedings of the Conference of Design Research Society (pp. 3620-3633). Brighton, UK: Design Research Society
- Ferrarezi, E., Brandalise, I., & Lemos, J. (2021). Evaluating experimentation in the public sector: learning from a Brazilian innovation lab. Policy Design and Practice, 4(2), 292-308.
- Lewis, J.M., McGann, M. and Blomkamp, E. (2020) When design meets power: design thinking, public sector innovation and the politics of policymaking, vol 48, no 1, 111–130, Policy & Politics, DOI: 10.1332/030557319X15579230420081