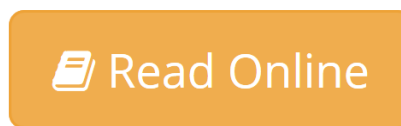


Design for Policy (Design for Social Responsibility)

By Christian Bason



Design for Policy (Design for Social Responsibility) By Christian Bason

Design for Policy is the first publication to chart the emergence of collaborative design approaches to innovation in public policy. Drawing on contributions from a range of the world's leading academics, design practitioners and public managers, it provides a rich, detailed analysis of design as a tool for addressing public problems and capturing opportunities for achieving better and more efficient societal outcomes.

In his introduction, Christian Bason suggests that design may offer a fundamental reinvention of the art and craft of policy making for the twenty-first century. From challenging current problem spaces to driving the creative quest for new solutions and shaping the physical and virtual artefacts of policy implementation, design holds a significant yet largely unexplored potential.

The book is structured in three main sections, covering the global context of the rise of design for policy, in-depth case studies of the application of design to policy making, and a guide to concrete design tools for policy intent, insight, ideation and implementation. The summary chapter lays out a future agenda for design in government, suggesting how to position design more firmly on the public policy stage.

Design for Policy is intended as a resource for leaders and scholars in government departments, public service organizations and institutions, schools of design and public management, think tanks and consultancies that wish to understand and use design as a tool for public sector reform and innovation.

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Editorial Review

Review

'Can design improve the ways we address such "super-wicked" challenges as climate change, energy precarity, or public health? It's a big ask, but this highly intelligent book makes a convincing case. Its succinct case studies show the ways that design has become a powerful tool for public administrations around the world. Design for Policy does not over-promise. Its clear and well-balanced texts illustrate the potential but also the limits of design when societal issues are massive, integrated, and highly complex - all at the same time. Design, it emerges, is helping to drive transformation in the ways we govern. This important book marks a shift in models of public policy making: from problem-solving, to envisioning; from service delivery, to co-creation; from a focus on single solutions, to a concern with enabling platforms and the formation of new alliances.' John Thackara, Director, Doors of Perception

About the Author

Christian Bason is Chief Executive of the Danish Design Centre (DDC), which works to strengthen the value of all forms of design in society. Before joining DDC, Christian headed MindLab, a cross-governmental innovation lab, and the public organization practice of Ramboll Management, a consultancy. Christian is also a university lecturer, and has presented to and advised governments around the world. He is a regular columnist and the author of four books on leadership, innovation and design, most recently *Leading Public Sector Innovation: Co-creating for a Better Society*. Christian holds an M.Sc. in political science from Aarhus University, executive education from Harvard Business School and the Wharton School, and is a doctoral fellow at Copenhagen Business School.

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Nancy Mitchell:

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