

Growing co-design capability

What we're learning

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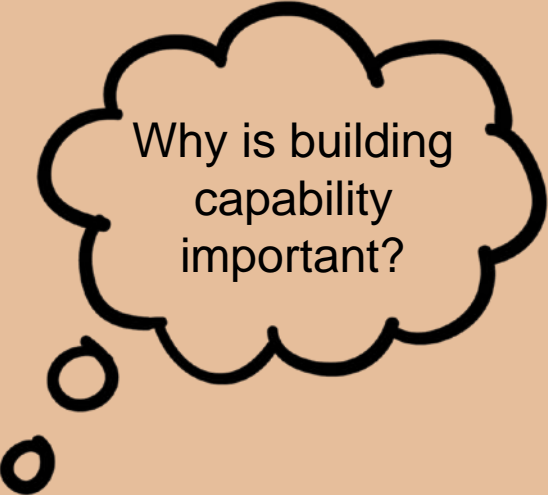
The Southern Initiative

www.aucklandco-lab.nz


@CodesignLab_AKL




Key themes

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Why is building
capability
important?

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What have we
done so far?

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What are we
learning?

About the Lab

Set up in late 2014

Sponsored by 8 government agencies and Auckland Council

Part of Southern Initiative

Small team 3-5 people



connecting to community & place

- Drawing on local knowledge and strengths
- Building credibility and connections
- Establishing local needs



curiosity, optimism, creativity

- Being radically open minded
- Looking at problems from different angles
- Working with polarities and tensions



making it happen

- Finding ways through when under pressure
- Providing support
- Behaviour change
- Coordinating action implementation



outcomes-se

- Looking for the biggest opportunities
- Pragmatic and strategic
- Identifying energy and opportunity for
- Responsive to changing landscape (not precious)



Where we focus



**Challenges and
projects**

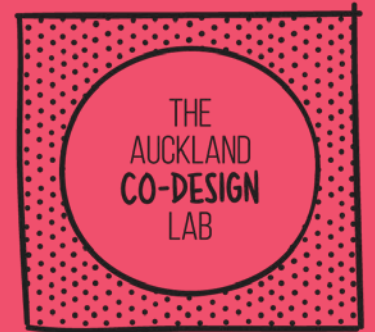


**Building
capability**



**Generating
Knowledge**

**Why is building co-
design capability
important?**



“....the previous ways in which governments have sought to design and implement policies are no longer suited to the complexity of today’s policy and social challenges that the systemic nature of policy challenges ...

...leaving governments with little choice ‘but to innovate’ — principally through embracing a more ‘experiment-oriented’ approach that, in turn, requires drawing on new capabilities and skills-sets usually not widespread in the public sector”

What kinds of benefits from co-design?

More creative

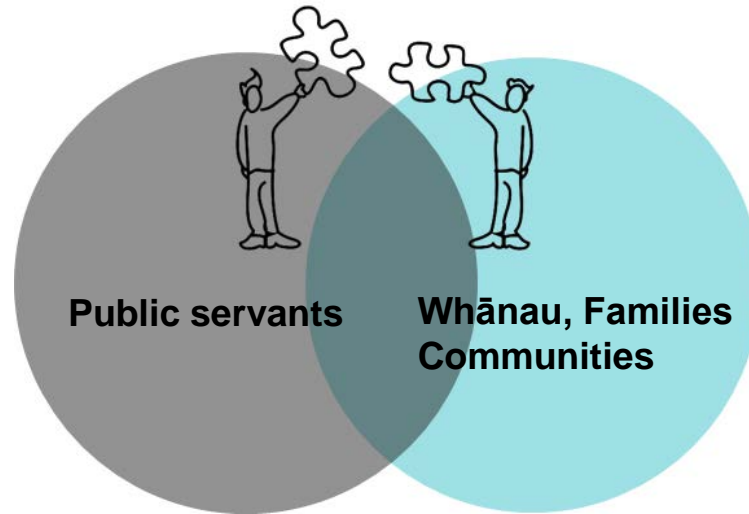
Better focus on users

**Better cooperation
across disciplines**

Better outcomes

Better relationships

Improved capabilities



Engaging as experts

Better service fit

Better outcomes

Localised services

New capability & capacity

Improved connections

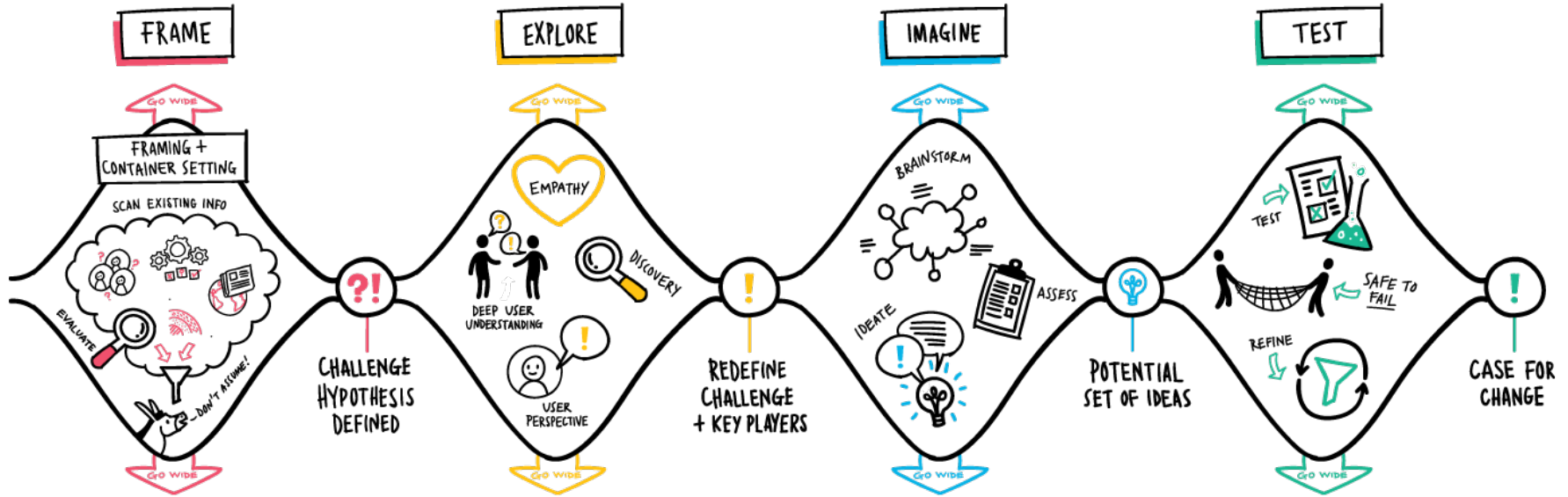
From Steen M.Manschot, M and DeKoning 2011 Benefits of co-design in service design in projects, International Journal of Design

Capability building

Where we started and what we have learned

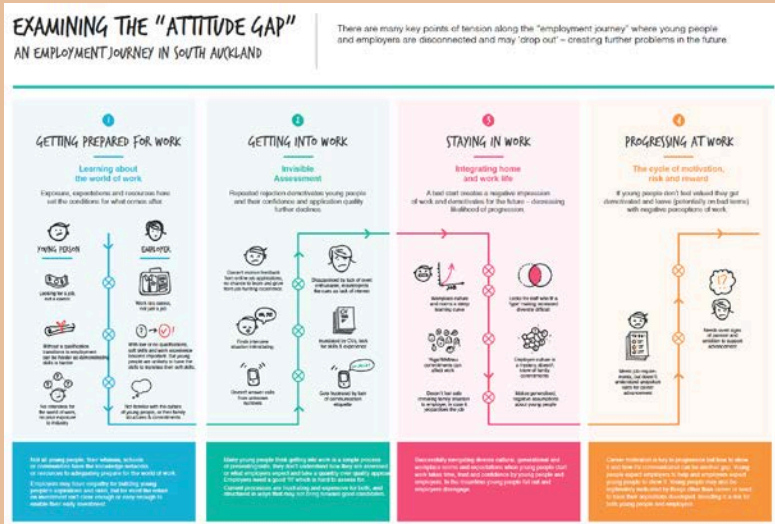


Where we started - *co-design process*



Learning by doing

E.g. The 'Attitude' Gap - A South Auckland employment and skills challenge



Brief – explore and reframe issues around young peoples’ and employers’ expectations of work readiness

Who - Young people, employers, schools, families, training providers

Core team - MBIE and MSD, TSI, ATEED, Careers NZ, Lab & coaches

Output – Report and resources

More info: www.aucklandco-lab.nz/attitudegap/

Co-design training

Master classes and workshops

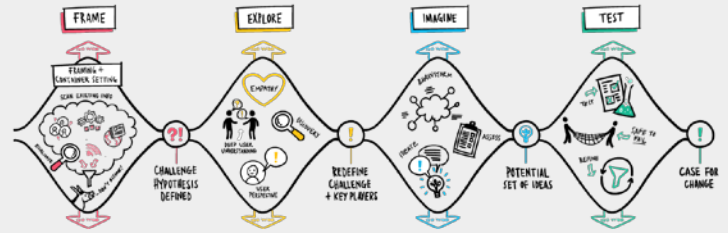


Brings together **diverse** participants

Exploring tools, practice and process

3 days working on a **live challenge**

Fast, fun but **high level**



More info: www.aucklandco-lab.nz/capability/

Capability building impact so far

Immediate

Applying
process &
tools

New skills
and
confidence

New
language /
framing

citizen voice
and role at
the centre



Longer term

Leading co-
design
practice

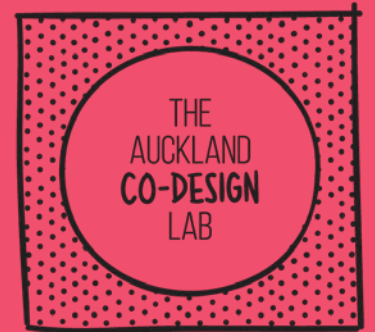
Catalysed
wider
interest in
innovation

Created new
opportunities
and
connections

Organisations
adopting
findings

What we're learning

Importance of conditions for
co-design



Capabilities and conditions for co-design



Stream 1.

How we work with people, whānau & stakeholders

How are whānau and other stakeholders involved in design and delivery of outcomes?



Stream 2.

How we design & innovate

How do we apply design and evaluative approaches to identify, iterate and embed responses and the capacities needed to



Stream 3.

Our organisational integration & responsiveness

How do we manage responsively and work together to build our learning?


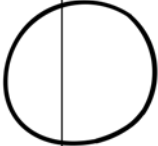

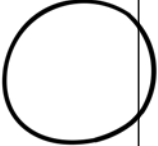

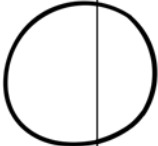
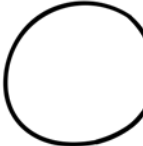

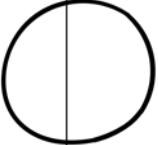


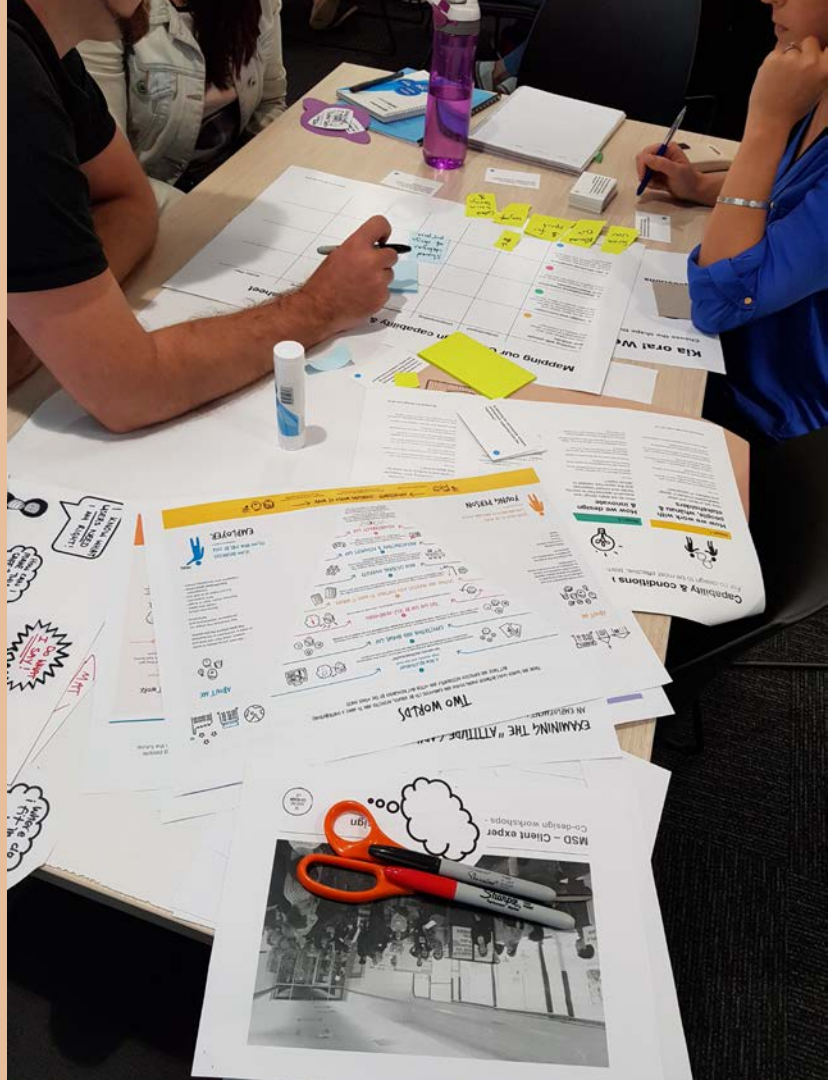
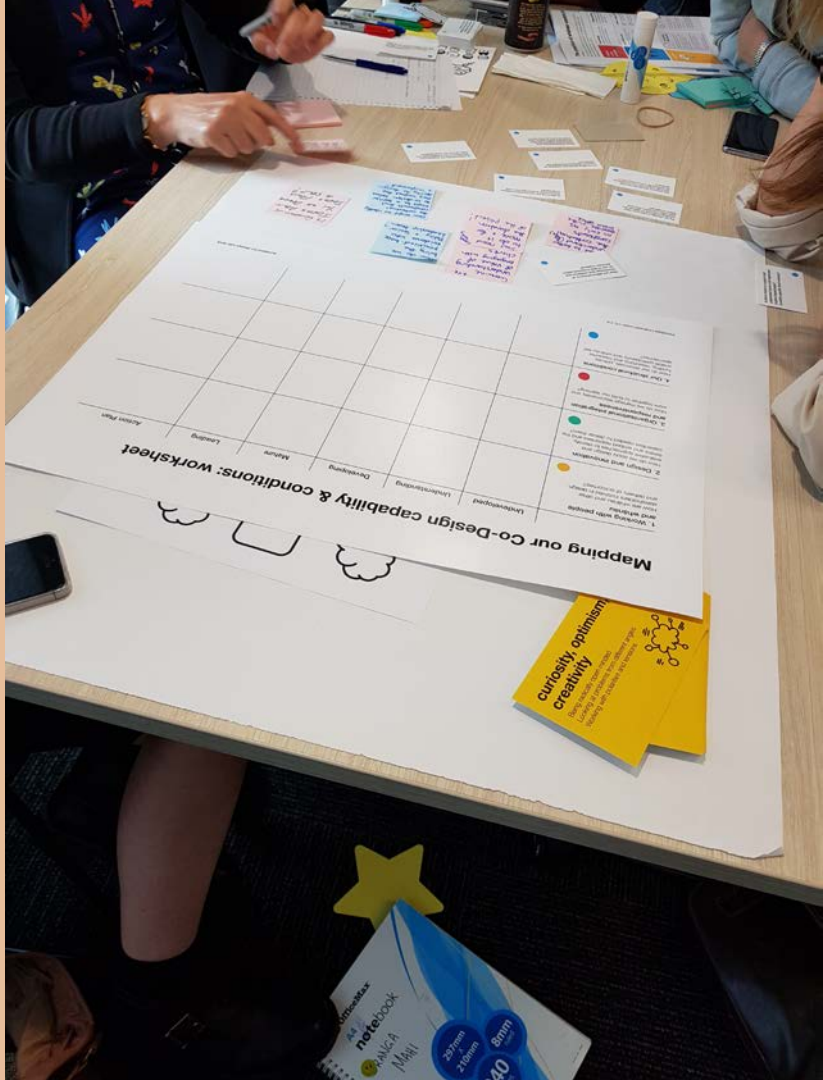
Stream 4.

Our structural conditions

How do our structures, policies, funding, resourcing and measures enable participatory and whānau-led approaches?

A diagnostic tool

	Undeveloped	Understanding	Developing	Mature	Leading	Action Plan
1. Working with people and whānau How are whānau and other stakeholders involved in design and delivery of outcomes? 						
2. Design and innovation How do we apply design and evaluative approaches to identify, iterate and embed responses and the capacities needed to deliver them? 						
3. Organisational integration and responsiveness How do we manage responsively and work together to build our learning? 						
4. Our structural conditions How do our structures, policies, funding, resourcing and measures enable participatory and whānau-led approaches? 						





- MSD – Client Experience and Service Design team
- Ministry for Pacific Peoples
- Toolkit and resources available on line soon
- Creative commons license

Summary

Principles and
mind-sets over
process

Creating the
conditions for
co-design is
essential

There's a
continuum of
practice



**Thank
you**

References

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Journal of Design*

The Australian Centre for Social Innovation
www.tacsi.org.au

The Southern Initiative, Auckland Council
www.aucklandcouncil.govt.nz

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