

GREENHOUSE

Grow your capacity for service and policy design

Join a leading group of public service innovators for Greenhouse, an immersive course that will quickly build your skills and experience of public service and policy design.

Delivered by PDR, the International Centre for Design and Research in Cardiff (UK)

Next course date:
30th April - **2nd** May 2018

Transform your organisation from one that delivers transactions to one that builds relationships with citizens



What is **GREENHOUSE**?

Greenhouse is a unique training programme created by PDR to upskill public service leaders and policymakers in service and policy design methodology and tools. It has been developed based on years of research and experience of delivering design-driven innovation projects in the public sector.

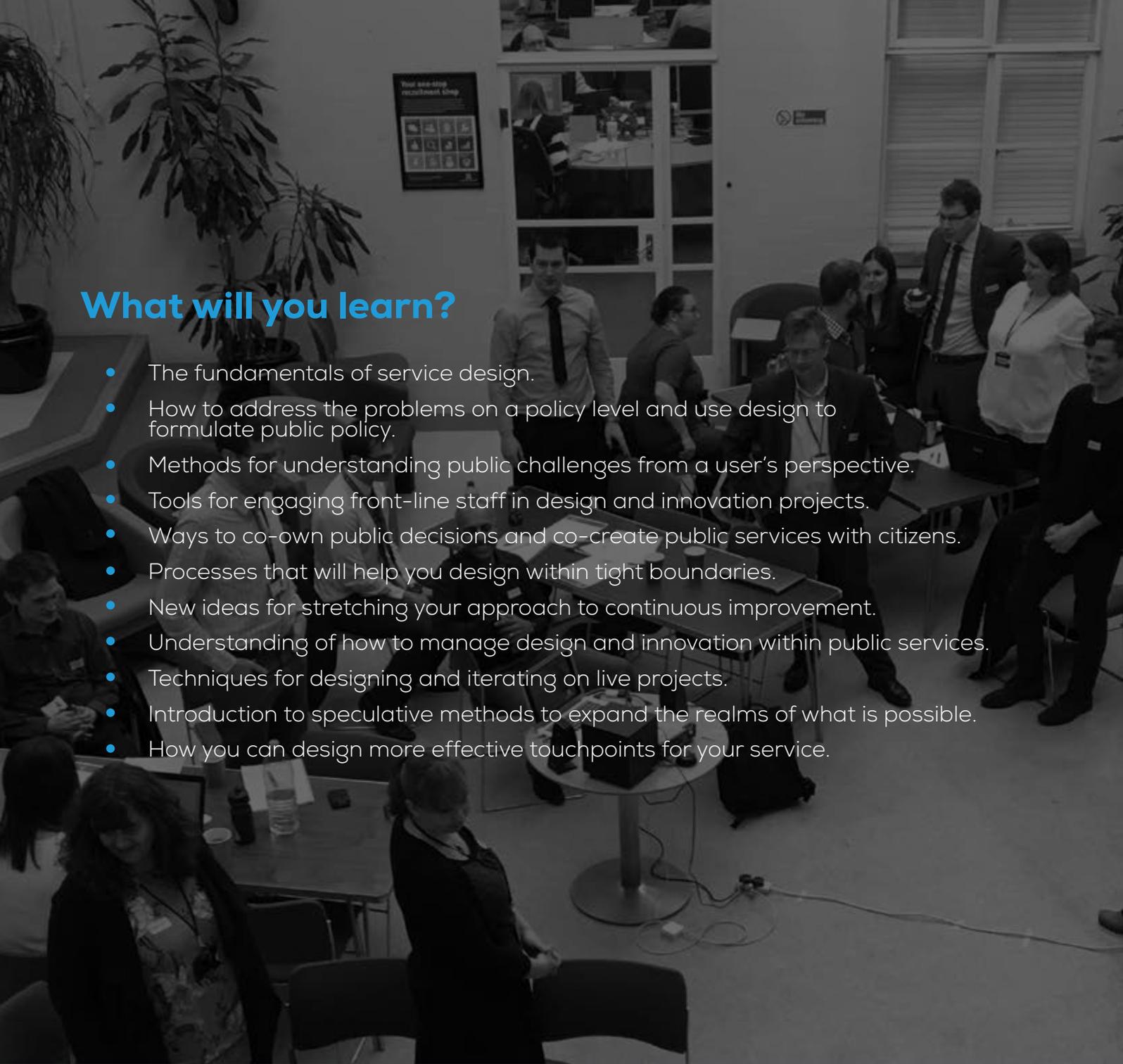
Our approach to designing services and policies is focused on user-centred perspective, allowing you to really understand what is happening in your services and how your users experience them. Through systemic, iterative collaboration with your users, you will be able to address the challenges quicker on the policy level and create services that are better, simpler, more integrated and connected to the values and needs of the user.

This course will equip you with the confidence to apply design approach to developing services and policies in your organisation. Greenhouse combines a live project, set and assessed by a public body, with training in design tools and techniques. This approach ensures that the training is applied within a real-life context, providing a far richer learning experience for participants.

Greenhouse offers not only 2.5 days of intensive hands-on learning, but also excellent social and networking opportunities. It is delivered by facilitators who literally practice what they preach, working with public sector clients at local, national and European levels.

Who should attend?

Greenhouse is aimed at people working within the public and third sector. Specifically innovation labs, improvement and performance teams, commissioning, innovation, business improvement, performance management, information technology, audit, operations and



What will you learn?

- The fundamentals of service design.
- How to address the problems on a policy level and use design to formulate public policy.
- Methods for understanding public challenges from a user's perspective.
- Tools for engaging front-line staff in design and innovation projects.
- Ways to co-own public decisions and co-create public services with citizens.
- Processes that will help you design within tight boundaries.
- New ideas for stretching your approach to continuous improvement.
- Understanding of how to manage design and innovation within public services.
- Techniques for designing and iterating on live projects.
- Introduction to speculative methods to expand the realms of what is possible.
- How you can design more effective touchpoints for your service.

Recent Alumni

UK Policy Lab / European Central Bank / Essex County Council / Cork County Council / The UK Cabinet Office / Government Digital Service / The Northern Ireland Public Sector Innovation Lab / City of Cardiff Council / Atradius / Marshall's Office of Silesia / Polish Agency for Enterprise Development / Northern Ireland Civil Service / Vale of Glamorgan Council / Careers Wales / Irish Institute of Public Administration / The Treasury / Eduserv / Estonian Social Enterprise Network / Ministry of Economics of the Republic of Latvia / Latvian School of Public Administration / City of Oslo / Queen's University Belfast / Hellenic Design Centre

“This was the most interesting, engaging and fun training course I’ve ever attended. The practical experience I gained has given me the confidence I needed to apply the skills in my workplace.”

Emma, Eduserv

TUTORS / FACILITATORS



Dr Anna Whicher

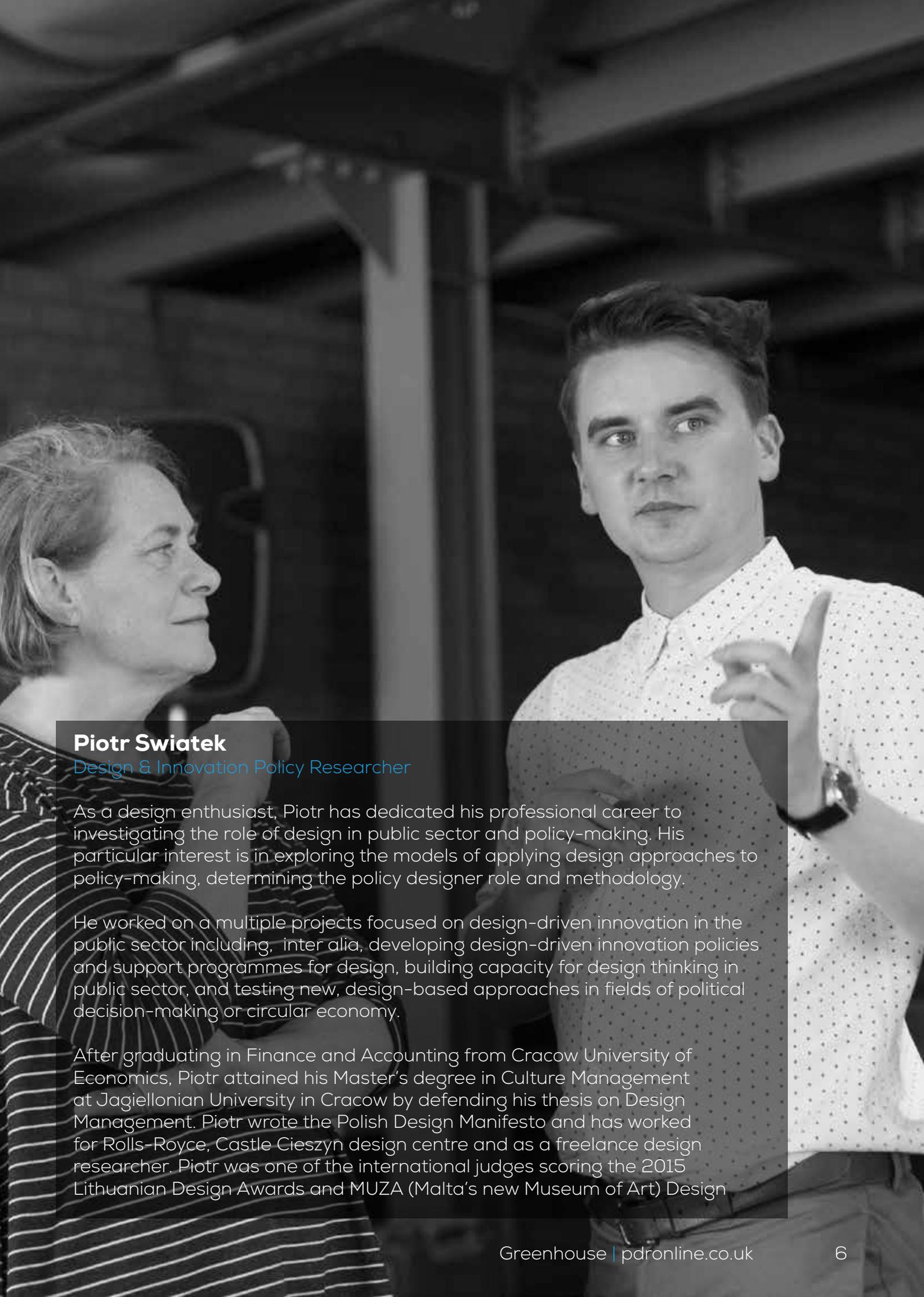
Head of Design Policy

Anna's main professional interest is in developing and implementing inclusive policies using design methods. As Head of Design Policy at PDR, she is responsible for leading networks, conducting new research, co-developing policies with users and evaluating impact for government, innovation agencies, sector councils and trade associations in the UK and across Europe. Since 2009, she has been managing a portfolio of multi-million pound European, research and government contracts. Examples include EU projects on innovation policies, consultancy for trade associations and strategy development for local, regional and national governments.

From 2009 to 2015, Anna coordinated the SEE network of 11 European partners engaging over 1,000 policy-makers in 112 hands-on workshops (www.seeplatform.eu). Through research, advocacy and workshops the partnership as a whole influenced 18 policies and 48 programmes.

Anna is also an elected board member of the Bureau of European Design Associations (www.beda.org), one of the Design Council's Experts on Design for Europe and a member of the Arts and Humanities Research Council's Public Policy Advisory Group.

She has also worked in the UK Parliament, the French Ministry of European Affairs and for Siemens in Paris. Recently, Anna has completed a PhD benchmarking design for innovation policy in Europe.



Piotr Swiatek

Design & Innovation Policy Researcher

As a design enthusiast, Piotr has dedicated his professional career to investigating the role of design in public sector and policy-making. His particular interest is in exploring the models of applying design approaches to policy-making, determining the policy designer role and methodology.

He worked on a multiple projects focused on design-driven innovation in the public sector including, inter alia, developing design-driven innovation policies and support programmes for design, building capacity for design thinking in public sector, and testing new, design-based approaches in fields of political decision-making or circular economy.

After graduating in Finance and Accounting from Cracow University of Economics, Piotr attained his Master's degree in Culture Management at Jagiellonian University in Cracow by defending his thesis on Design Management. Piotr wrote the Polish Design Manifesto and has worked for Rolls-Royce, Castle Cieszyn design centre and as a freelance design researcher. Piotr was one of the international judges scoring the 2015 Lithuanian Design Awards and MUZA (Malta's new Museum of Art) Design



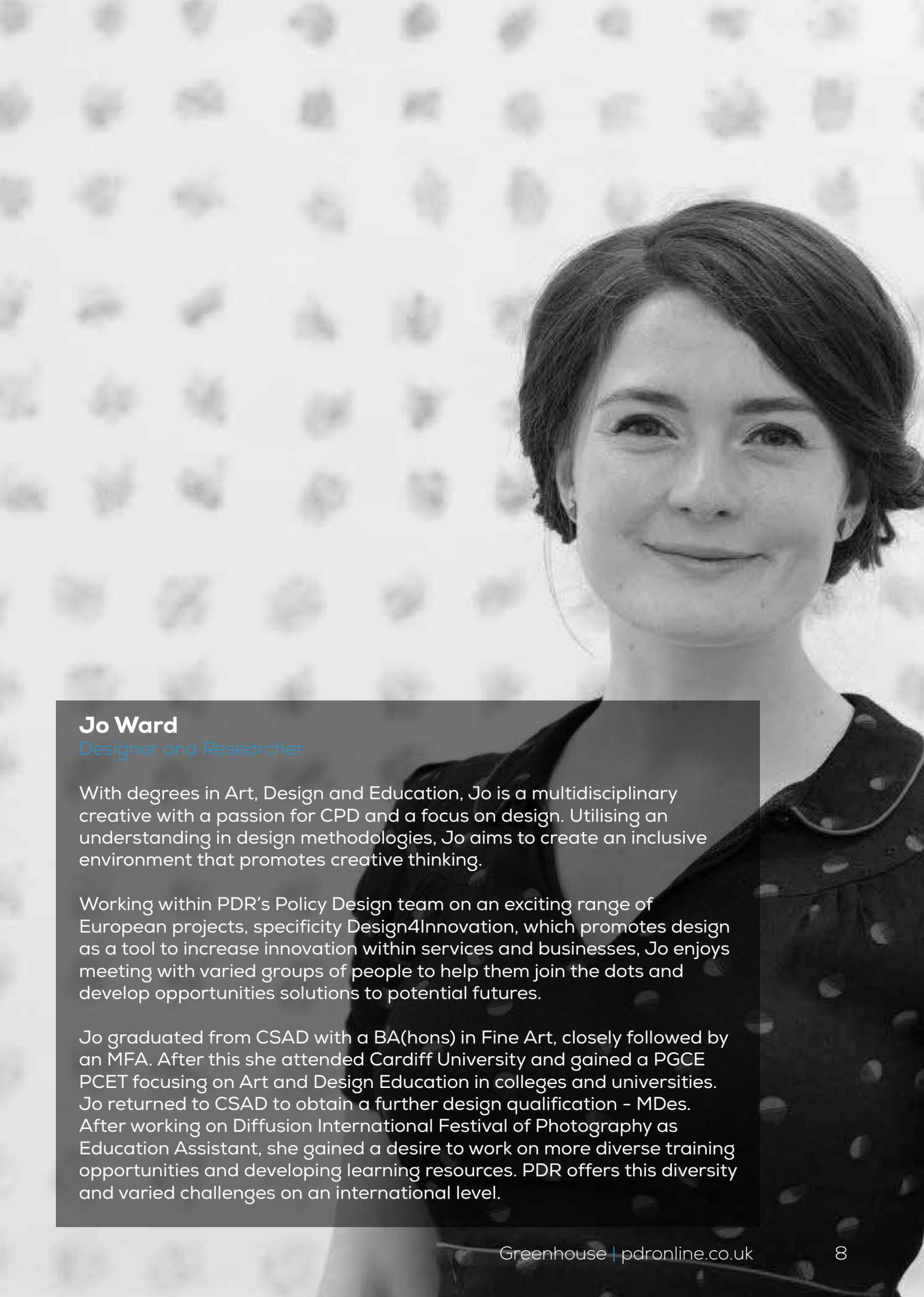
Emilene Zitkus

User Centred Design Researcher

Emilene is passionate for applying user-centred design research and education as a way to make products and services suitable for a range of people, the widest possible audience. She is particularly interested in user-centred research for design innovation strategy in companies, organisations and governments.

Her research approach draws on her experience attained within industry, research and education.

After graduating in Product Design at University of Sao Paulo State, Emilene worked several years in the automotive and innovation technology industry, she completed her Master degree in Human Factors at Loughborough University and worked for Ford automotive industry in Europe. She completed her PhD in inclusive design and design process at University of Cambridge; followed by a visiting lecturer position at University of Sao Paulo State. Now, as a research officer at PDR, she investigates ways to develop design strategies in the UK under a research project funded by AHRC.

A black and white portrait of Jo Ward, a woman with dark hair styled in a short, wavy bob. She is smiling slightly and looking towards the camera. She is wearing a dark-colored top with a white polka-dot pattern and a white collar. The background is a light-colored wall with a repeating pattern of small, dark, stylized floral or geometric motifs.

Jo Ward

Designer and Researcher

With degrees in Art, Design and Education, Jo is a multidisciplinary creative with a passion for CPD and a focus on design. Utilising an understanding in design methodologies, Jo aims to create an inclusive environment that promotes creative thinking.

Working within PDR's Policy Design team on an exciting range of European projects, specifically Design4Innovation, which promotes design as a tool to increase innovation within services and businesses, Jo enjoys meeting with varied groups of people to help them join the dots and develop opportunities solutions to potential futures.

Jo graduated from CSAD with a BA(hons) in Fine Art, closely followed by an MFA. After this she attended Cardiff University and gained a PGCE PCET focusing on Art and Design Education in colleges and universities. Jo returned to CSAD to obtain a further design qualification - MDes. After working on Diffusion International Festival of Photography as Education Assistant, she gained a desire to work on more diverse training opportunities and developing learning resources. PDR offers this diversity and varied challenges on an international level.

Day 1: Briefing

2:00pm Arrival

Register, refreshments and start networking.

2:30pm Welcome to PDR

Introductory presentations and tour of PDR design centre.

3:00 pm Introduction

Overview of the course, provision of course materials and instruction for the next 3 days.

3:30 pm Design in the public sector

Making the case for design in the public sector, a presentation and group discussion.

4:00 pm Introduction to user-centred design

Overview of the method and Greenhouse tools.

4:30 pm Live project briefing

Problem definition – Client presentation describing the live challenge for the course and discussion.

5:30 pm Pecha kucha presentations

Short sharp presentations by all participants and facilitators.

7:00 pm Dinner

A short walk to dinner in the lovely Llandaff village for more discussions about the challenge and networking.

“The journey from brief to pitch in 2.5 days for a real scenario is quite transformative. The delivery of the course was very professional yet relaxed allowing for great networking and collaboration.”

David, Atradius

Day 2: Insights and Ideas

8:45 am Arrival at PDR

Enjoy your morning coffee.

9:00 am User research methods

Introduction to rapid ethnographic research methods and tools, including; contextual interviews, experience mapping and observation.

9:45 am User research planning

A framework for planning user research.

11:00 am User research in action

Travel to city centre location to undertake user research studies around live challenge.

12:30 pm Working lunch - Making sense of your research

Lunch at city centre restaurant and synthesising your insights from the user research.

2:00 pm Personas and User Journey Maps

Turning your user research into effective representation of your users and their service journeys.

3:30 pm Theming

Identifying thematic challenges and opportunities.

4:00 pm Ideation

Techniques for generating new ideas.

5:00 pm Speculative design methods

Expand your thinking to imagine alternative futures.

7.45pm Dinner

Dinner at city centre restaurant – eat, drink, chat.

“The course was enormously insightful and useful in inspiring us at Policy Lab to think differently about how we run our own policy projects.”

Laurence, Policy Lab

Day 3: Testing and Design

9:00 am Arrival at PDR

Enjoy your morning coffee.

9:15 am Dot voting

Democratic selection of the most promising ideas.

9:45am Storyboarding

Using storyboarding to bring you vision and ideas to life.

11:00 am Validating ideas

Traditional Friday morning coffee and cake with the rest of PDR and pitching your ideas to them in 2 minutes.

11:45 am Paper and low fidelity prototyping

Creating low fidelity prototypes.

1:00pm Lunch

Buffet lunch at PDR.

1:45 pm Planning your pitch

Working with a PDR designer to craft your service design pitch.

3:00 pm Client presentation

Presentation of proposed prototyping project back to local authority client.

4:30pm Summary of Greenhouse

Group discussion and sharing of key learning points.

4.45pm Close

“Engaging, highly participative and a superb learning experience due to practical hands-on nature of the course content.”

Niall, Cork County Council

Course details

Cost: £895 - Early Bird
£995 from 16th March 2018

Dates: 30th April - 2nd May 2018

Venue: PDR, Cardiff Metropolitan University,
200 Western Avenue, Cardiff, CF5 2YB

Venue

The majority of the Greenhouse course will be based at PDR. However, some activities will involve travel and off-site working. Arrangements for this will be made by the facilitators and all costs relating to these activities are included in the participant cost.

Facilitators

The course will be led by Dr Anna Whicher, Piotr Swiatek, Emilene Zitkus and Jo Ward. Biographies are provided on pages 5 - 8.

Accommodation

Accommodation will need to be arranged by the participant and is not part of the course cost. Details of suggested accommodation will be provided within the confirmation email.

At sign up/registration

Registration and payment through our Eventbrite page -

www.pdronline.eventbrite.com

Participants will be asked to provide a short bio about themselves and to describe the biggest challenges they are working on right now.

Upon successful registration a confirmation email including a list of hotel options with special rates.

Participants

A maximum of 16 participants will be allocated places on the course.

Food and drink

All food and drink (during the course) will be included in the participant cost, including:

- Tea and coffee for breaks
- Buffet lunch on days 2 and 3
- Evening meal on day 1 and 2

Course materials

All course materials used during the Greenhouse will be available for participants following the course. These materials are also licensed for use by participants and will be provided in both physical and digital format. These include; Greenhouse workbook, workshop tools and presenter slides.

3 weeks before

An email will be sent to all participants containing the following information:

- Travel information
- Parking information
- Venue information
- Maps
- Delegate list
- Pecha Kucha template and instructions*

*Participants will receive a Pecha Kucha presentation template and asked to prepare a 10 slide introduction presentation.

Book now!

Book your place at:

www.pdronline.co.uk/greenhouse

OR

Eventbrite - www.pdronline.eventbrite.com

Once booked the course is non-refundable.

If you have any questions about your booking
please contact us on:

Email: pswiatek@pdronline.co.uk

Phone: 029 2020 5594





“The course is very well structured to not only give a great introduction to service design but also to give real practical experience of applying the techniques in a real, live situation with real, live people and business problems.”

Peter, Government Digital Service, Cabinet Office