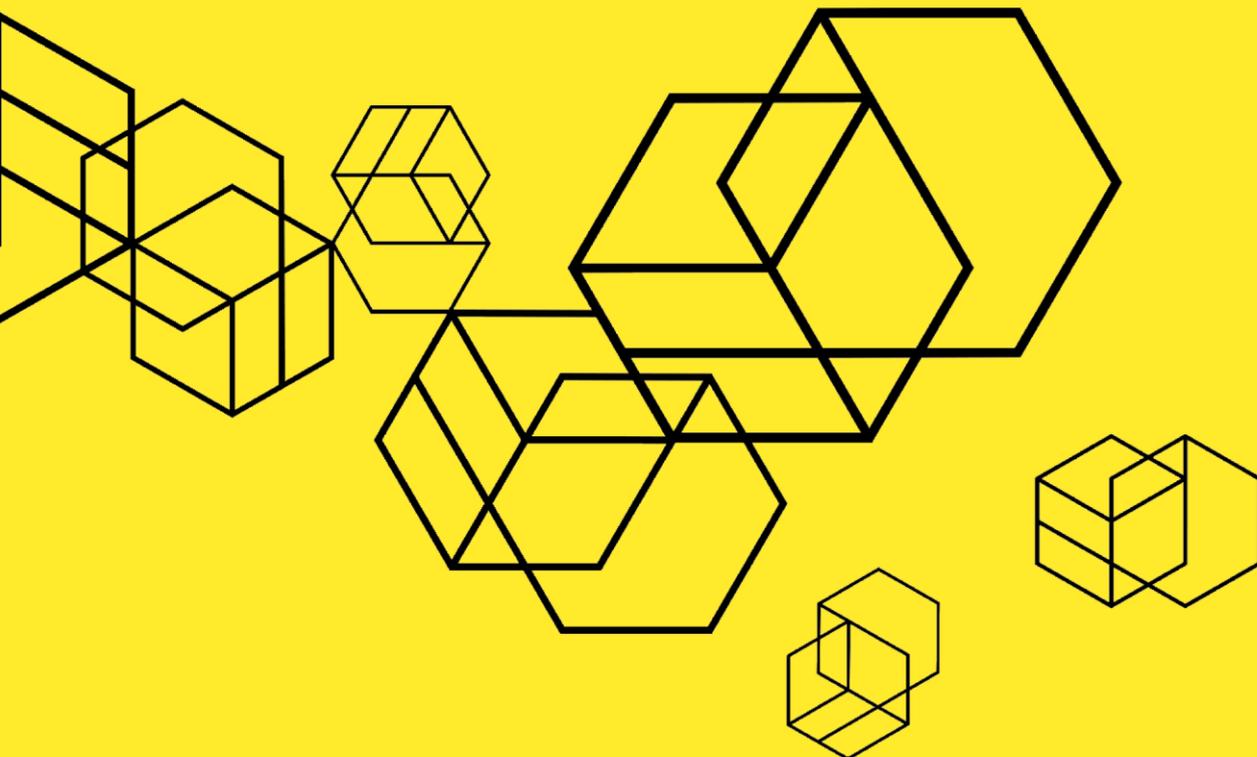




**SOCIAL
INNOVATION
COMMUNITY**

Seven principles of socially innovative policymaking

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Seven principles of socially innovative policymaking

1. CHALLENGE-FOCUSED

Public authorities are tasked with dealing with some of the thorniest societal challenges we face: from climate change to poverty. Socially innovative policymaking seeks to find solutions for these complex challenges using collaborative, social innovation tools and approaches.

Challenge-led policy platforms: Barcelona City Council has partnered with Citymart to develop the Barcelona Open Challenge - a challenge-based platform which seeks to open up a range of city challenges prizes to entrepreneurs, social innovators and others. Winning solutions are contracted by the City Government through a process called challenge-based procurement. Past challenges have included:

- Reducing bicycle thefts in the city
- Empowering support systems to reduce social isolation
- Automatic detection and alerts of damaged road surfaces

2. OPENNESS

To effectively design and deliver better solutions, socially innovative policymaking needs to be open to new insights, new methods and approaches, and new forms of knowledge and expertise.

Crowdsourcing legislation: The principle of openness lies at the heart of initiatives like Finland's Open Ministry - a crowdsourcing campaign which successfully involved more than 250,000 Finns in co-writing and voting on citizen-led policy proposals, five of which have been put to a vote in the Finnish Parliament. Open Ministry founder, Joonas Pekkanen, founded the initiative as a way to enable a more deliberative democracy between citizens and their political representatives in the period following the 2008 financial crash.

3. HUMAN-CENTERED DESIGN (HCD)

Policymaking is often developed in a public agency with an emphasis on administrative rather than user needs. HCD is a process which attempts to invert this logic, by having policymakers approach a policy challenge with 'professional empathy'. A number of methods and approaches support the use of HCD in



policy. User research, ethnographic methods, service safaris are just a few of the many tools available to policymakers.

Empathising to explore mobility policy solutions: The Slovakian city, Bratislava, set out to improve public transport access for disabled and handicapped persons. A team of people with disabilities, officials from municipality's transport department, students and lecturers of design and architecture from the Slovak Technical University and UNDP officials sought to personally immerse themselves in the experiences and emotional needs of users. After a design-thinking exercise, they returned to the office to capture and distil the insights gained and brainstormed on potential solutions.¹

4. COLLABORATION/CO-DESIGN

Socially innovative policymaking goes a step beyond consulting users and citizens to meaningfully involve them in the policy process. It is premised on the belief that policy solutions will be better if they incorporate the inputs and ideas provided by citizens and other stakeholders.

Working with 'citizen experts' to develop better policy solutions: Faced with an challenge of a diminished city budget, the City of Zeist, Netherlands decided to explore whether a collaborative citizen engagement strategy that tapped into the expertise, experience and skills of citizens could help find a solution to achieve budget savings to close its fiscal gap of EUR 6 million.

Over a three month period, two hundred 'citizen experts' explored new solutions related to a number of priority themes. The citizens were grouped based on their personal expertise. Importantly, the suggestions provided by these citizen experts were taken up by public officials involved. As a result of this targeted co-commissioning process, ninety-five per cent of all citizen proposals were adopted by the local council without changes.

5. EXPERIMENTATION AND EVIDENCE

Socially innovative policymaking is ultimately outcomes-focused, and seeks to identify whether a policy intervention is achieving its intended goal in a real-world setting. Designing experimental and evidence-informed policies enables policymakers to make better decisions, to monitor and evaluate what is working – and stop what isn't.

¹ Source: http://www.undp.org/content/dam/uspc/docs/GPCSE_Design%20Thinking.pdf



Designing experimental policy pilots: Policy programmes developed through big-bang approaches can present huge risks in terms of the financial and social costs. Socially innovative policies therefore aim to set up smaller scale experiments to test the outcomes of a policy intervention in a particular context, to learn from this, and to adapt the intervention accordingly. In 2017, universal basic income experiments will take place in a number of Dutch cities (Utrecht, Wageningen, Tilburg, Groningen and Nijmegen) and in Finland. These policy experiments aim to assess the viability of the interventions and the generate evidence on the outcomes they have in practice, before any changes (incremental or otherwise) are made to current welfare models.

6. ITERATION

Iteration - Socially innovative policies seek to adopt an agile approach to policy development where policy solutions are continually refined and revisited around a series of feedback loops. In this sense, an iterative policy development approach is at odds with traditional ‘waterfall’ or ‘big bang’ policy models - where a top-down policy strategy is devised and the policy solution is arrived at prescriptively.

Using an iterative approach to develop policy: The UK Government Digital Service and the Department for Work and Pensions (DWP) redesigned the Carer’s Allowance using an iterative approach. They released a beta version of the initiative more than year before the full launch, and adapted it based on feedback. The resulting policy initiative reported user satisfaction rates of around 90%.

7. CONNECTING AND SCALING

Scaling up of policy refers to the expansion, replication, adaptation and sustaining of effective policies, programmes or projects in geographic space and over time to reach a greater number of people. Ongoing policy scaling requires political support, and regular monitoring and evaluation to assess a policy continues to create impact as it grows. Embedding and sustaining change also requires creating synergies with other policies and programmes, while forging connections and alliances with others affected by or working on the policy challenge.

Scaling impact through social movements: The NHS’s [Five Year Forward View](#) strategy set out a plan to transform the NHS into a health and care social movement. Over a new three year period, the ‘Health as a Social Movement’ programme will set out to 1) Identify and develop exemplar social movements – creating real-world examples of communities mobilised for health and care 2) Demonstrate ‘what works’ – using rigorous evaluation approaches and 3) Support spread – enabling local areas to develop approaches that could be scaled or adapted and adopted in other communities.

