

# From Single Interest to Shared Purpose – *Design Thinking*

Session:  
May 2019



# Agenda

Topic	Speakers
<b>Introduction</b> Institutional Arrangements, 12:00 – 12:10 PM Introduction to Activities, 12:10 – 12:15 PM	Adriana Alberti Veronique Verbruggen
<b>Activities</b> Overview, 12:15 – 12:25 PM As-Is Scenario, 12:25 – 12:40 PM Ideation and Prioritization, 12:40 – 1PM  <i>Working Lunch, 1:00– 2:00 PM</i>  Action Plan, 2:00 – 2:20 PM Presentations, 2:30 – 2:50 PM (3 minutes/team)	Veronique Verbruggen Dana Abu-Nasrah
<b>Frameworks for Moving Forward</b> “Workshops in a Box”, 2:50 – 3:00PM	Dana Abu-Nasrah



How do our individual countries  
and regions build up **long-term  
resilience** and achieve the  
**Sustainable Development Goals?**



## Your Country Scenario

The island state Bilunga, famous as a tourist destination and for exporting some of the most exotic and high range fruits has suffered severe damage from several hurricanes that hit the island several times over the last 2 years.

Hurricanes have always hit the island, but they have become more regular and more intense over the last years. The consequence is that road infrastructure and the port has suffered terribly as a result of which export of fruits and tourism have gone down at a rapid scale. Humanitarian donors have provided a reasonable response on the short term, but there are issues with regard to increasing the long term resilience of the island. Moreover, the island is still recovering from the global economic downturn that started in 2008. Energy dependency on fossil fuel imports is still high, despite the fact that ambitious targets to convert to renewable energy have been set, but have not been implemented because of the high costs involved for the conversion (trade- off between risk mitigation benefits and poverty alleviation).

Despite a relative high population growth and a large presence of young citizens, a large % of the population still leaves the island because of a lack of work opportunities. The public sector already employs a proportionally high level of citizens on the island. The public sector can no longer increase its workforce due to the high costs involving public service delivery.



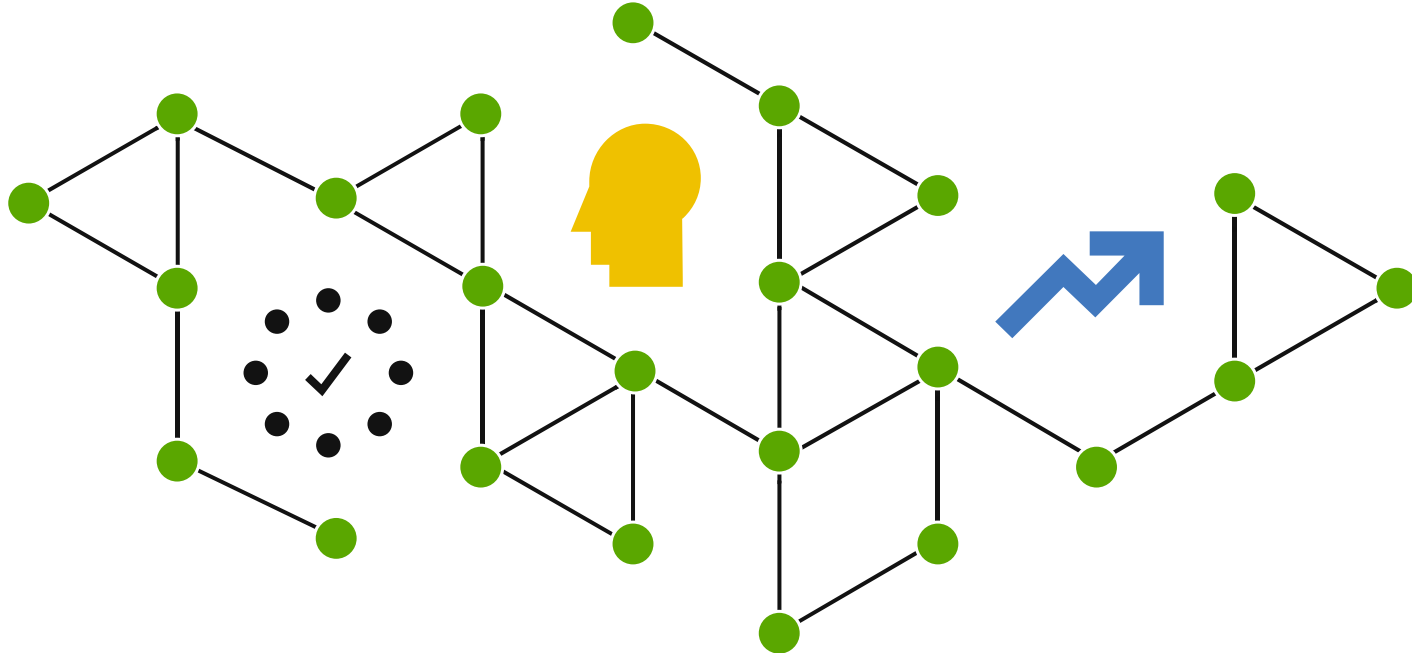
## Activity 1: As-Is Scenario

*What are the institutions that are contributing to the as-is scenario in your country?*

*What is working, and not working, in the as-is scenario?*

*What are the current “pain points” the public sector must focus on to create a better future and achieve the SDGs?*

Please feel free to use post-its to map out your thoughts.



## Activity 2A: Ideation

*What are some ways to address the pain points identified in Activity 1?*

*What are new or existing initiatives or action you would like to undertake?*

Please use the Innovation, Government and Economic Cards as inspiration for your own initiatives.

### Innovation Cards

#### **Technology**

- *Data collection and analysis*
- *Emerging tech (for example, mobile apps or weather data)*
- *Platform approaches*

#### **Research and Development**

- *Future industries, such as sustainable energy*
- *Attract new industries to the region*

### Public Sector Cards

#### **Regional and/or International Collaboration**

- *Strategies and working groups*
- *Regional investments*
- *New ways of working with stakeholders*
- *Cross-national policy planning*

#### **Inter-Governmental Synergies**

- *Joint agendas between ministries*
- *Political tranquility*
- *Civil society engagement*

### Economic Cards

#### **Financial Advancement**

- *Participatory budgeting*
- *Public Expenditure Reviews*
- *Public-private partnerships*

#### **Human Capital Development**

- *Education*
- *Engagement with the diaspora*

Be  
Creative!

Other

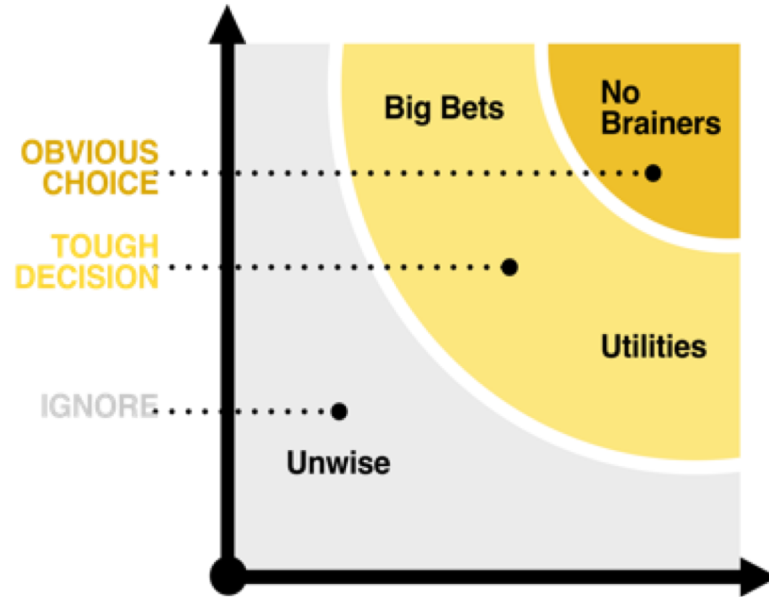
*\*illustrative only*



## Activity 2B: Ideation Prioritization (Optional)

*Please rank the initiatives based on impact and relevance to your country (each person has 6 stickers, one set for impact and the other set for feasibility).*

*Plot your initiatives on the XY graph to determine which ideas are “No Brainers”.*



## Activity 3: Action Plan

*Which initiatives do you think will have the highest impact?*

*What is your 30-60 and 90 day action plan?*

Please think about what actions you can take in the next 30, 60 and 90 days, as well as action owners.

Action Plan		
30 DAYS	60 DAYS	90 DAYS





## Activity 4: Presentations

Please plan to present your top initiative to the rest of the group. Be sure to include why you selected it and how you plan to proceed. Each team has 3 minutes to present.



thank you

# Not like this....



1



2



3



4

# Like this!



1



2



3



4



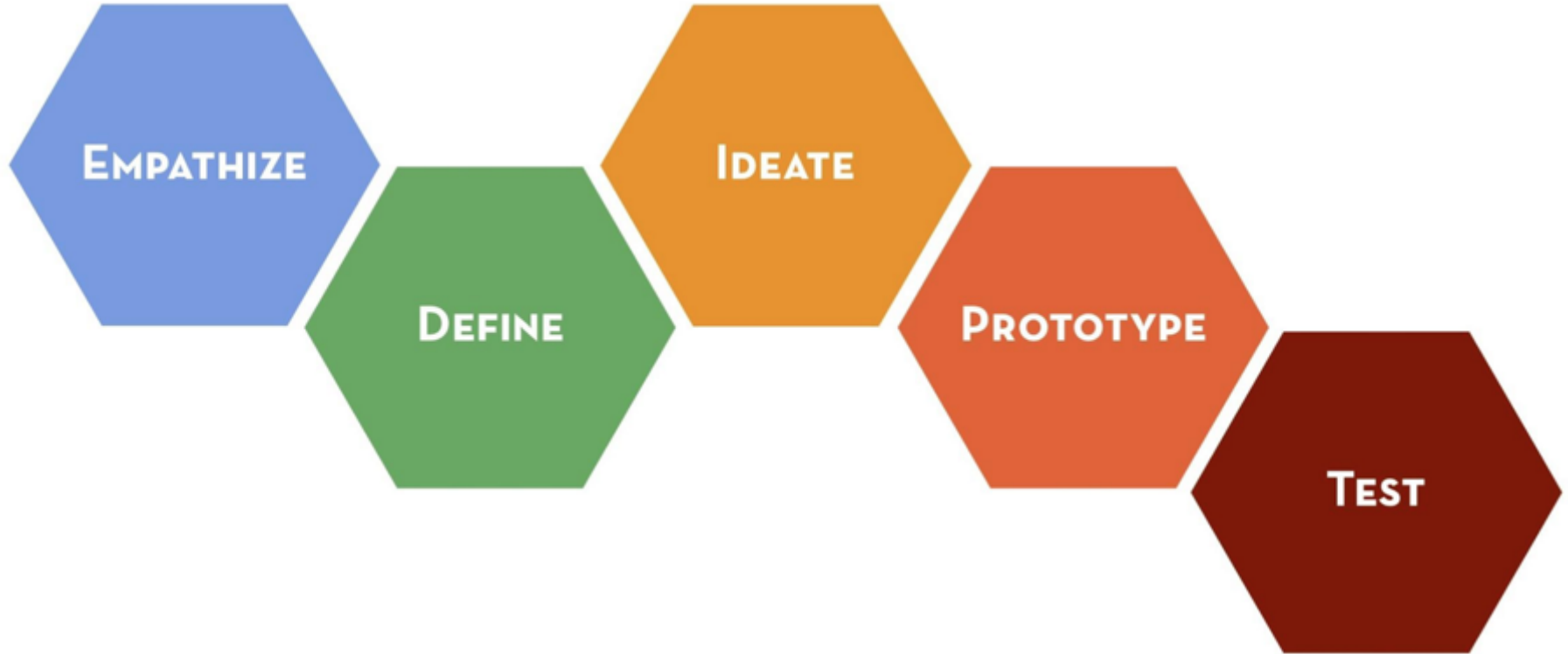
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It's nearly impossible  
for our brains to  
**evaluate** and **create**  
at the same time.



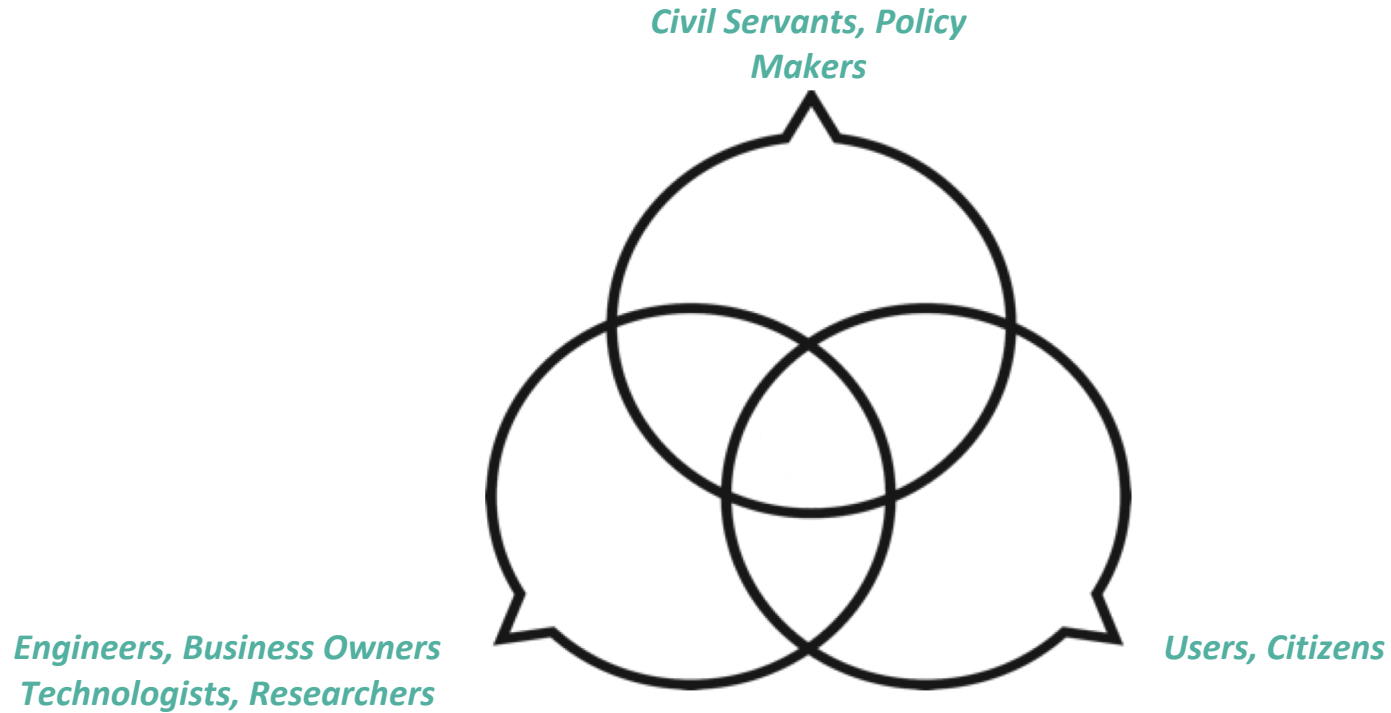
## What is Design Thinking?



*Credit: Stanford D-School*



## Who should be involved?



*\*illustrative only*



# What do you need to get started?

How might we...

*what problem needs solving or improvement?*

for...

*which person is most affected by this?*

EXAMPLE:

How might we provide a more personalized experience for a job applicant based upon their preferred communication style?

Design a better way for...

*which person is most affected?*

to...

*what does this person need to be able to do?*

EXAMPLE:

Design a better way for a financial security analyst to immediately and effectively prioritize the most vital imminent threats.



# How can I use Design Thinking to achieve the Sustainable Development Goals?

## Stage 1:

*Identifying the challenge statement  
or problem area*

### Activities

- Stakeholder Map
- Empathy Map
- As-Is Scenario Map – Pain Points and Opportunity Mapping

### Who to Involve

- Multi-disciplinary teams within one institution

### Suggested Duration

- ½ a day

## Stage 2:

*Determining creative solutions to  
that address your future vision*

### Activities

- To-Be Scenario
- Big Ideas
- 30-60-90 Day Planning

### Who to Involve

- Multi-disciplinary teams from across agencies

### Suggested Duration

- 1 day

## Stage 3:

*Prototyping – starting small, scaling  
fast*

### Activities

- Goal Statements
- Storyboarding
- 30-60-90 Day Planning

### Who to Involve

- To be determined depending on stage 1 and 2

### Suggested duration

- 1-5 days





## Suggested Resources



# IBM Design



thank you