

The logo for Sitra, the Finnish Innovation Fund, is displayed in white, bold, sans-serif capital letters on a dark purple rectangular background.

Strategic Design

Developing the architecture of the problem

24/09/2010

Marco Steinberg, Director of Strategic Design

GOVERNMENT MEETS DESIGN

18th Century Institutions
in the
21st Century World

Design is a necessity

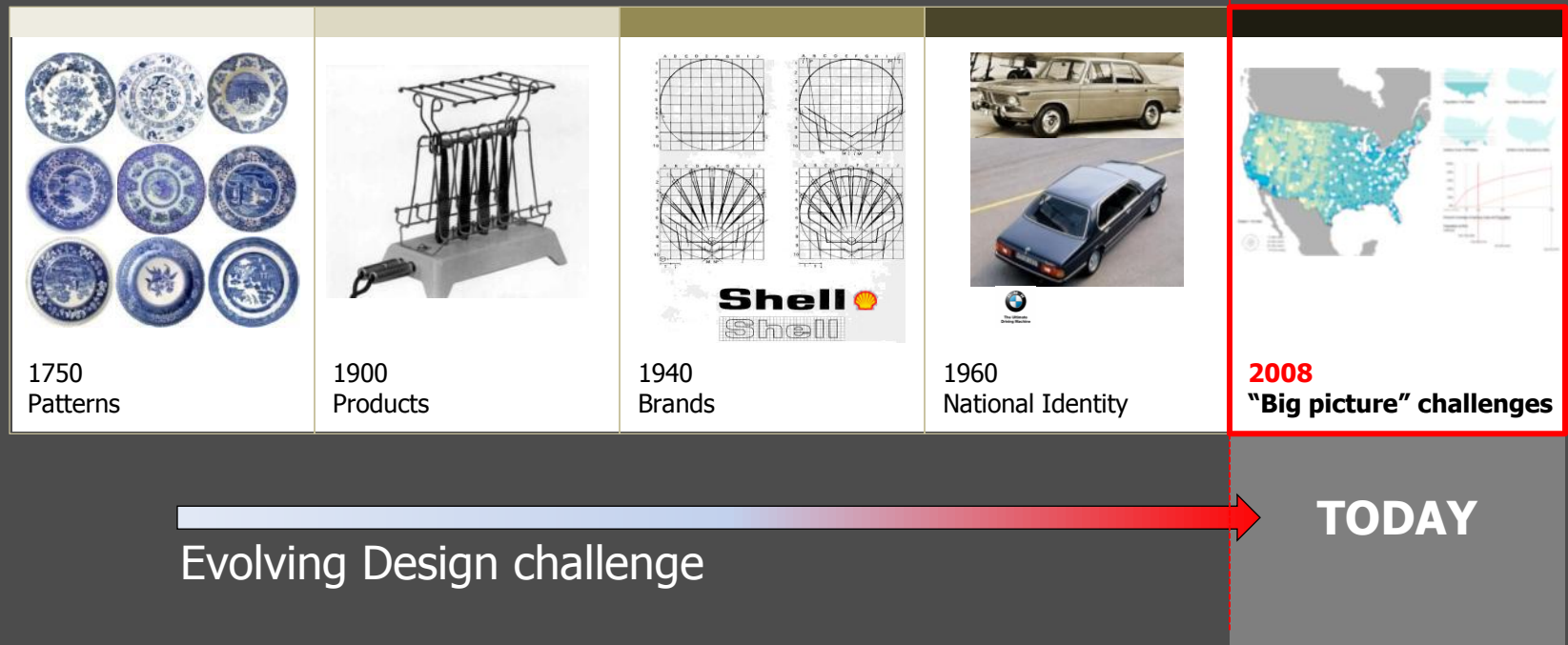
Design is a necessity

Process improvement / Strategic improvement

Analysis: A or B

Proposition: What if C?

Patterns, Products, Brands, National Identity, **Societal Challenges** "large scale innovation"



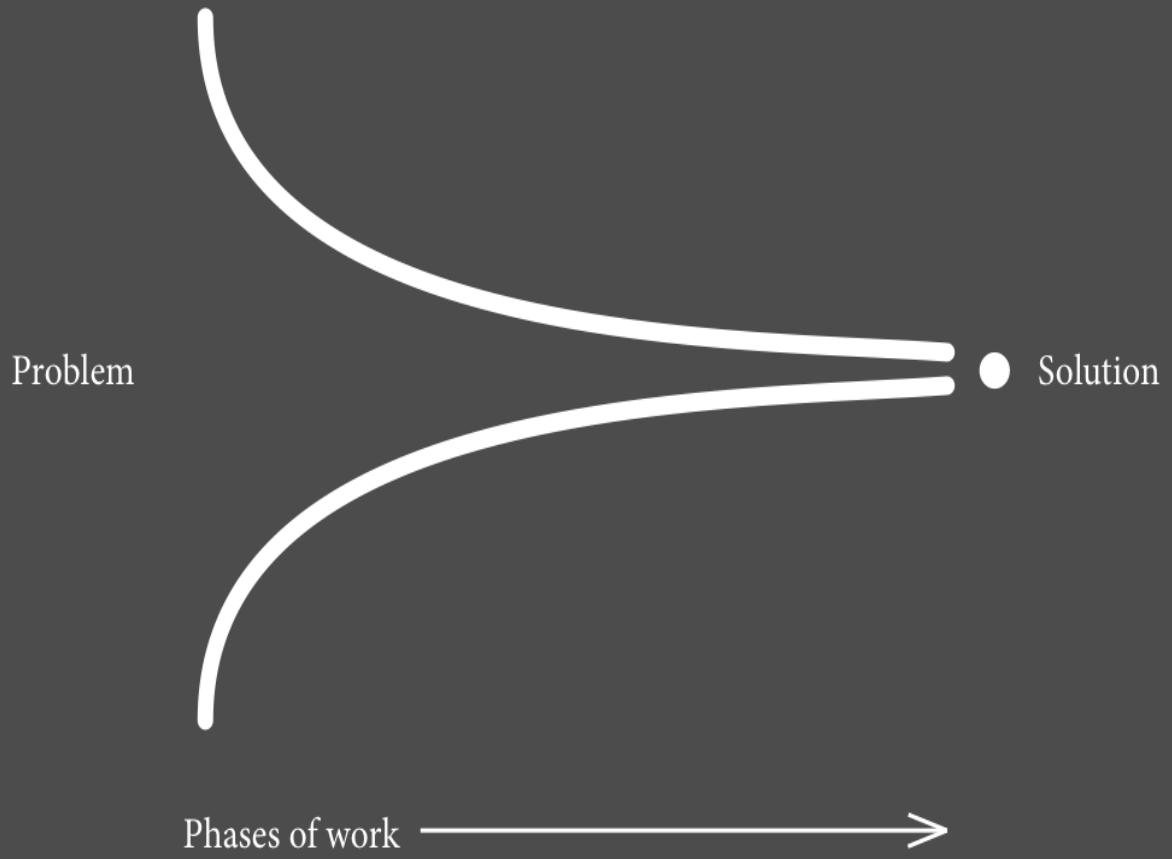
TODAY'S CHALLENGE

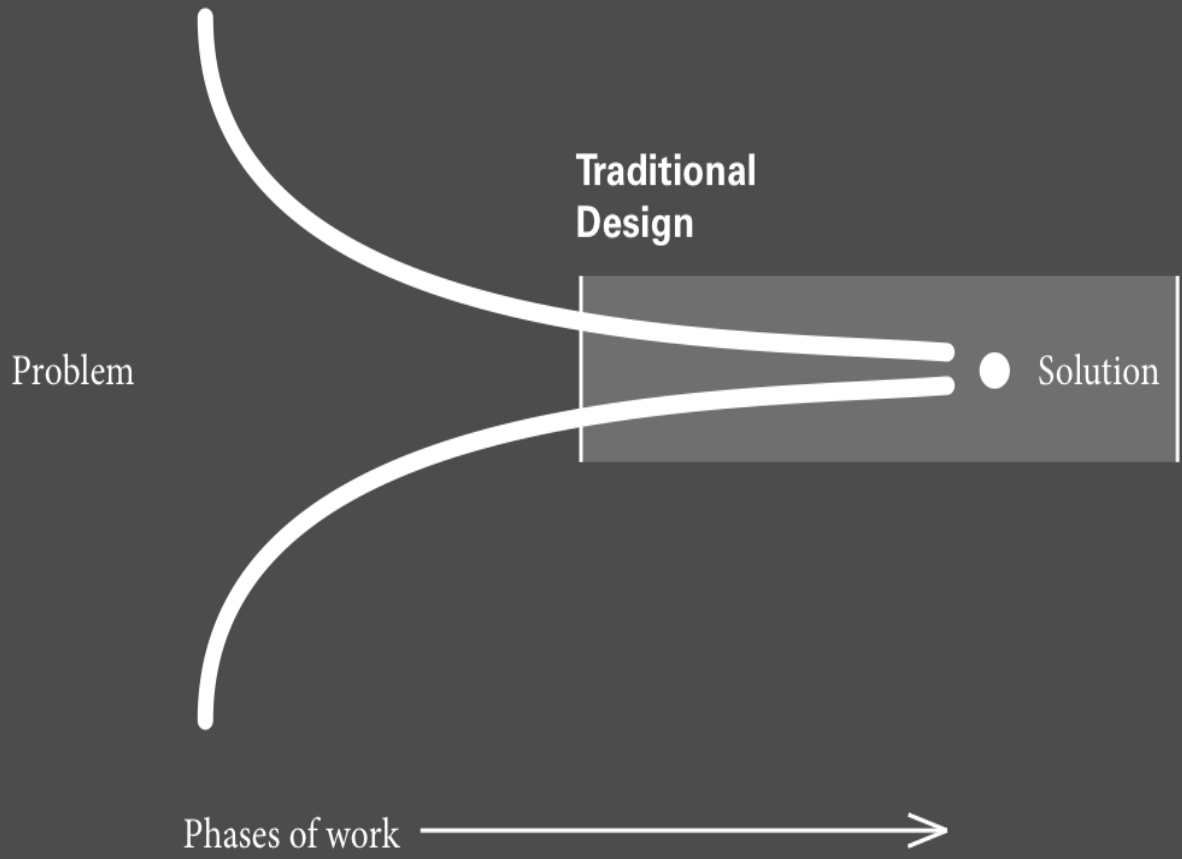
Our society has been served well by deep and narrow specialties, but the nature of today's "big picture" challenges fall at the intersection of what we know.

Not unlike cooking, the solution today is not in any one ingredient, but in the mix.

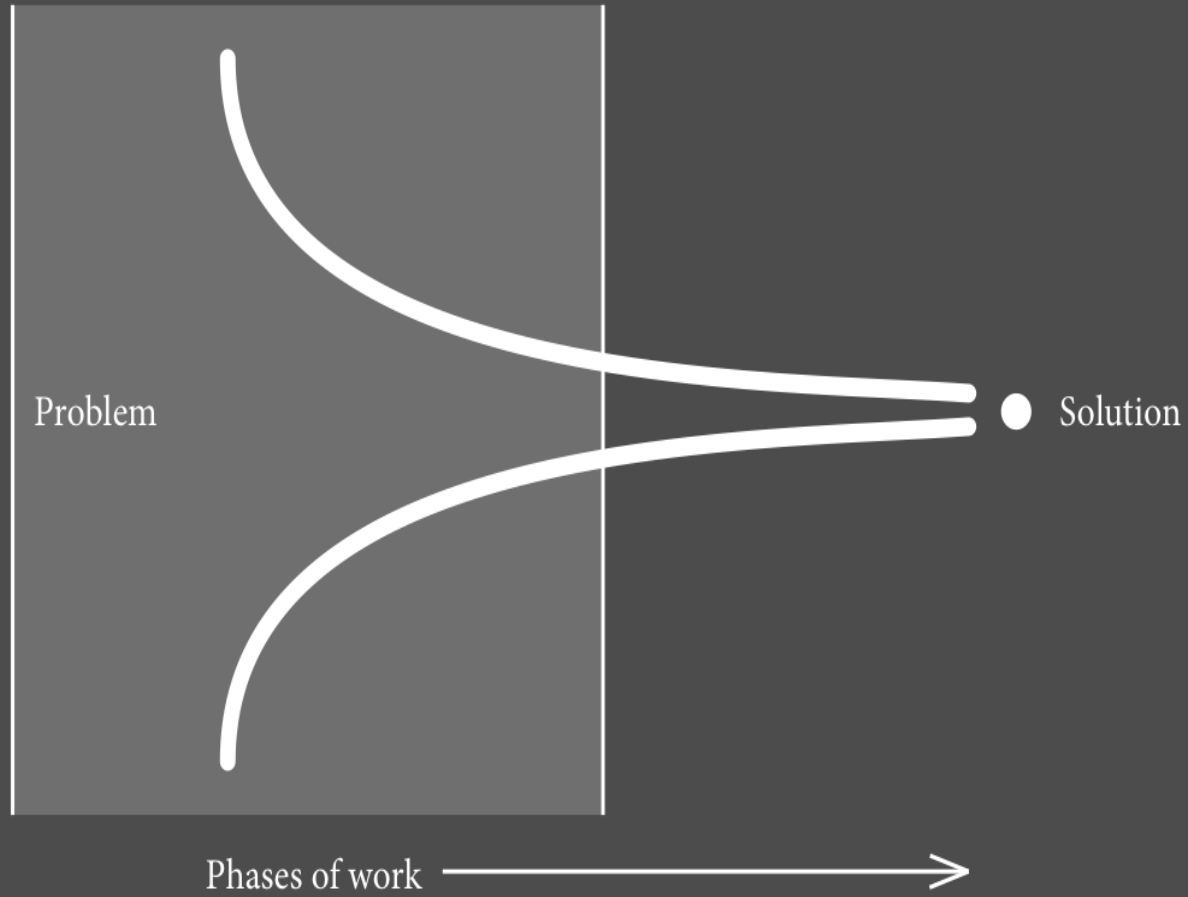
AN ARCHITECTURE OF SOLUTIONS







Strategic Design





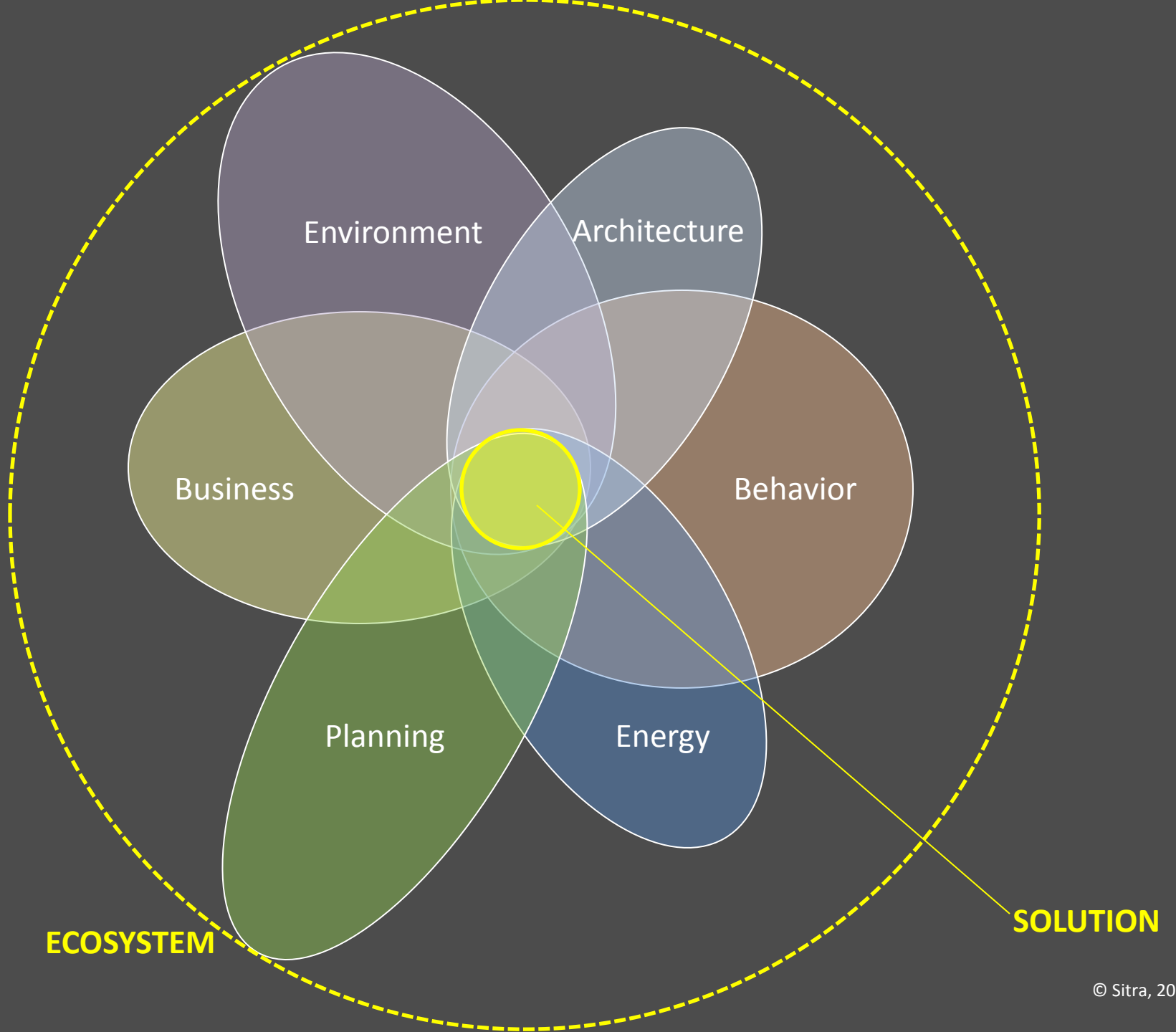
3 EXAMPLES

1. SUSTAINABLE URBAN DEVELOPMENT?

Sitra, Finnish Innovation Fund

www.low2no.org





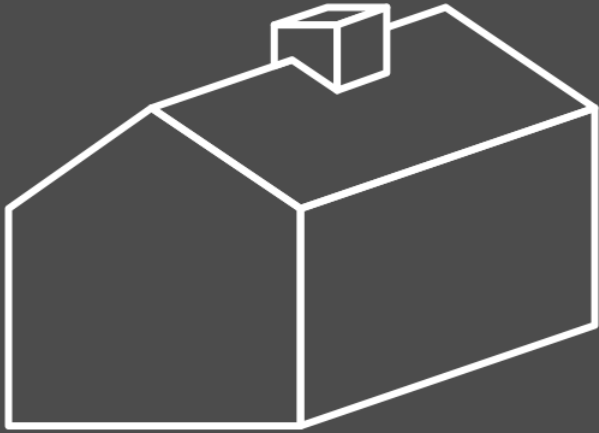
Decision making

- public procurement process
- integrated approach
- develop team culture
- create a holistic solution
- develop a transitional strategy

2. THE PATH IS NOT ALWAYS STRAIGHT

Elemental, Chile

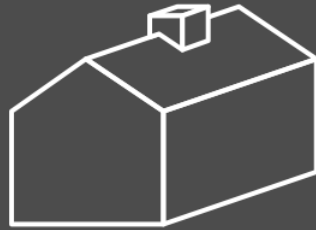
www.elementalchile.cl



Middle class
dream
€€€€€



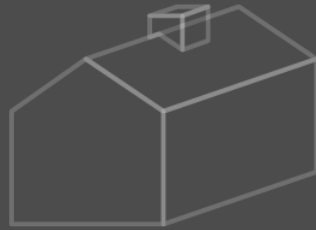
Middle class
dream
€€€€€



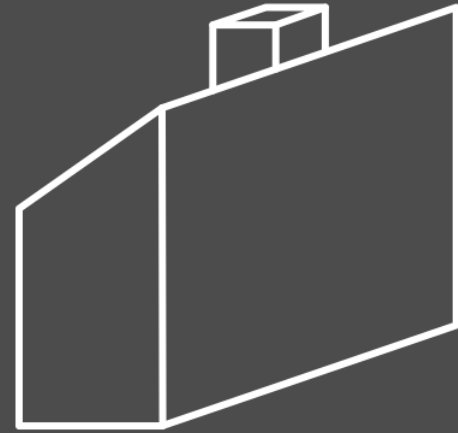
Miniaturized
dream house
€



Middle class
dream
€€€€€



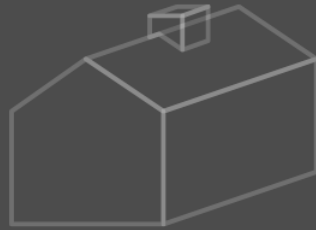
Miniaturized
dream house
€



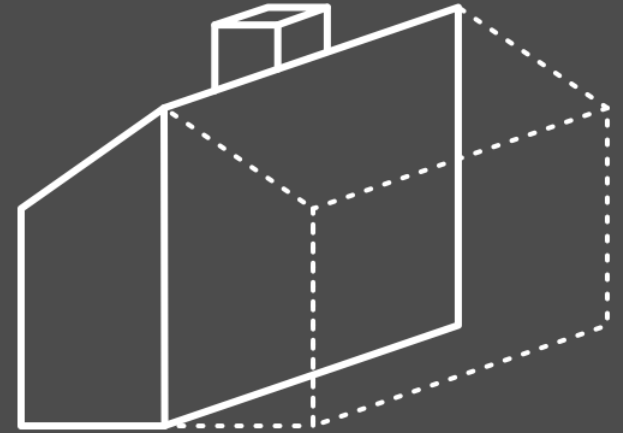
Now €



Middle class
dream
€€€€€



Miniaturized
dream house
€



Now €

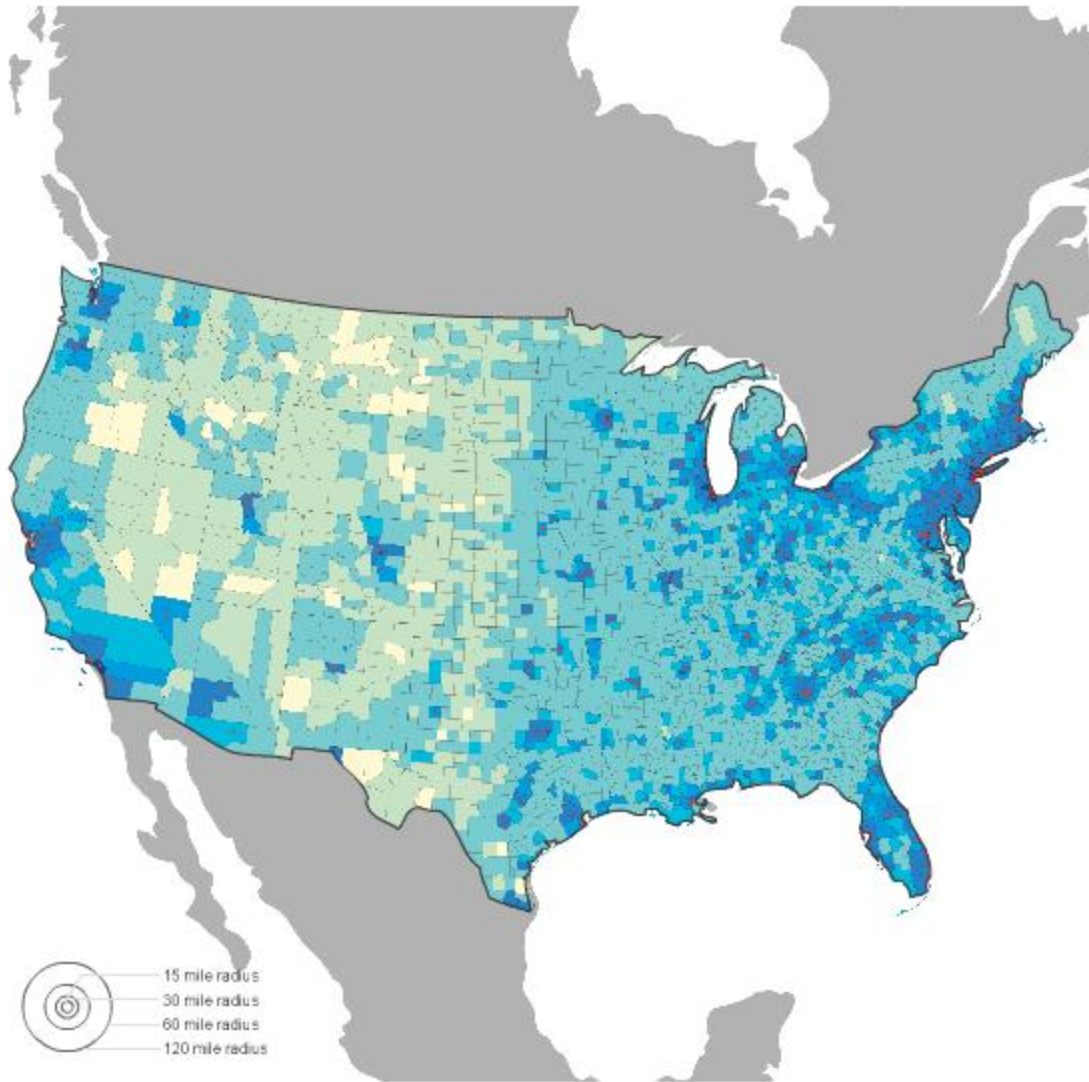
Later €...€...€€...€€€



3. YOU DON'T KNOW WHAT YOU CAN'T SEE (YET)

Harvard Design School

www.strokepathways.blogspot.com



Population: Full Radius



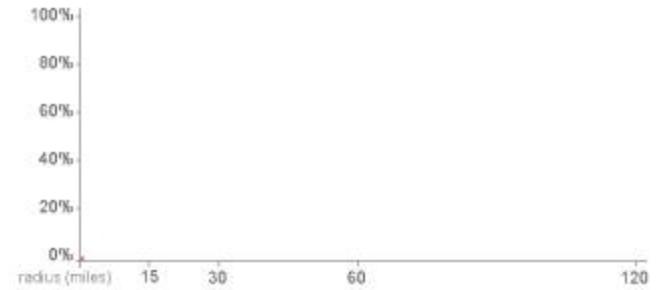
Population: Bounded by State



Surface Area: Full Radius



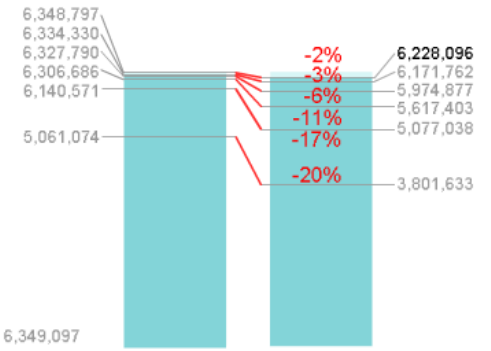
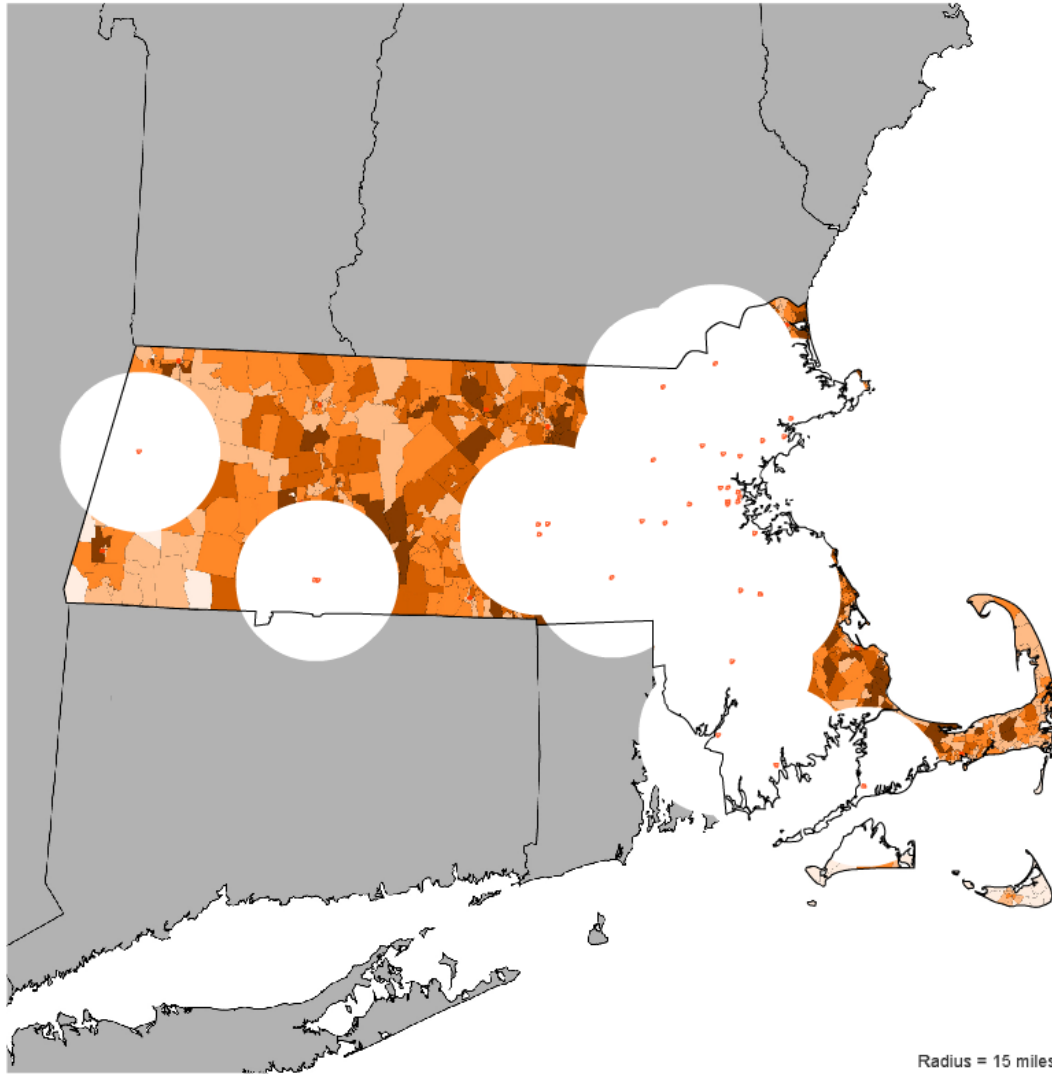
Surface Area: Bounded by State



Percent Coverage of Surface Area and Population

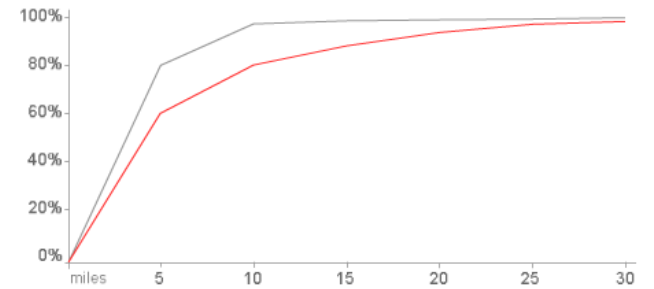
Population at Risk
National

Stroke care: who has access?

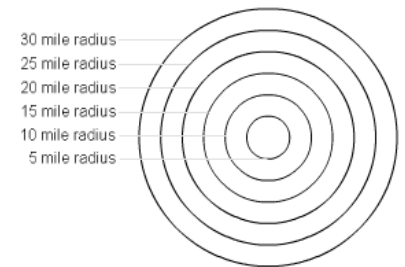


Population Coverage:
Primary Stroke Centers (PSC)

Population Coverage:
PSC with Interventional Radiologists

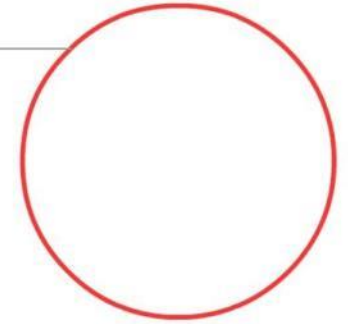


Percent Coverage of Population





Within 30 miles: 3,966,987



Population Coverage for MGH



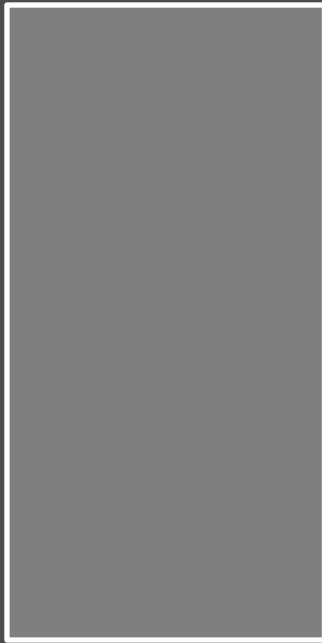
Strokes Per Time of Day



**Helsinki
Design
Lab**

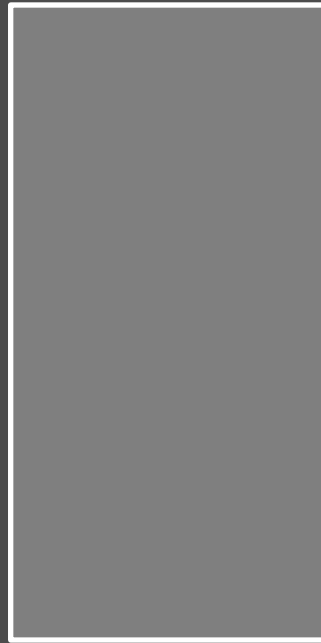
-
Powered
by Sitra

Helsinki Design Lab (HDL)



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Vernissage
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Helsinki Design Lab (HDL)

www.helsinkidesignlab.org

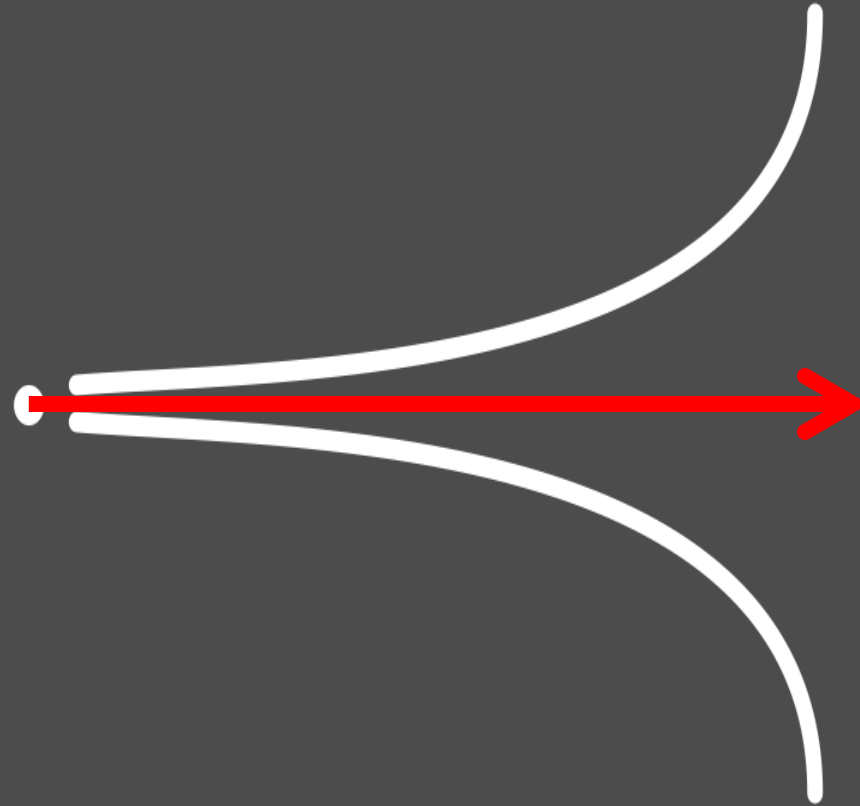
Analysis:

A or B

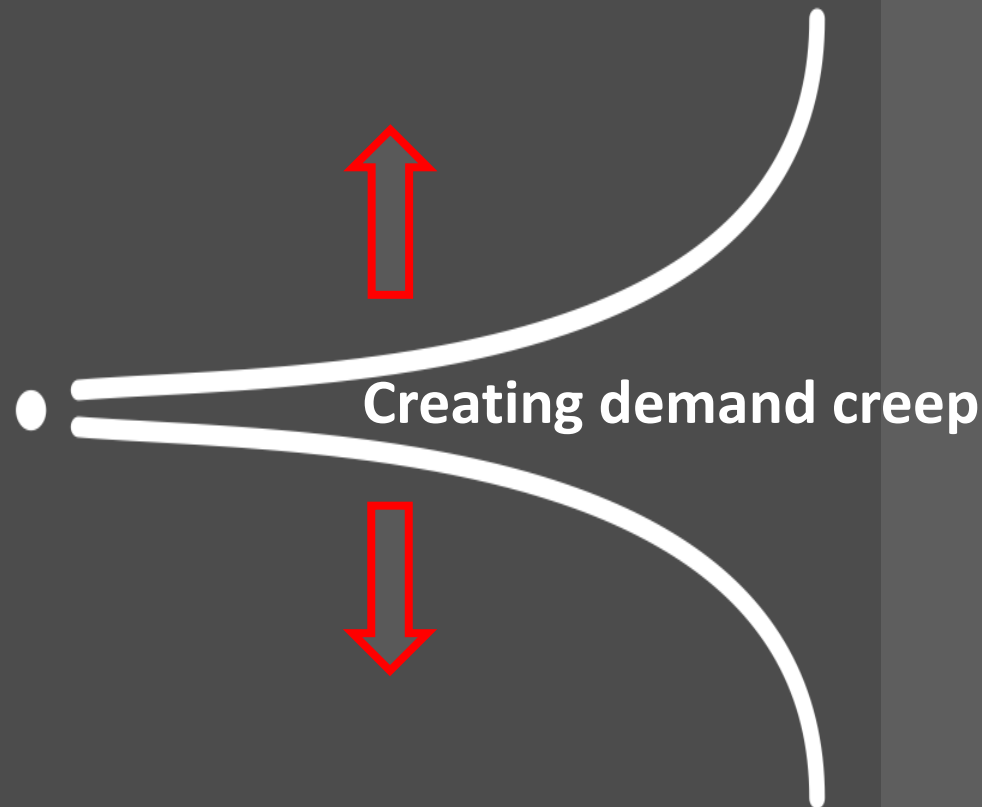
Proposition:

What if C?

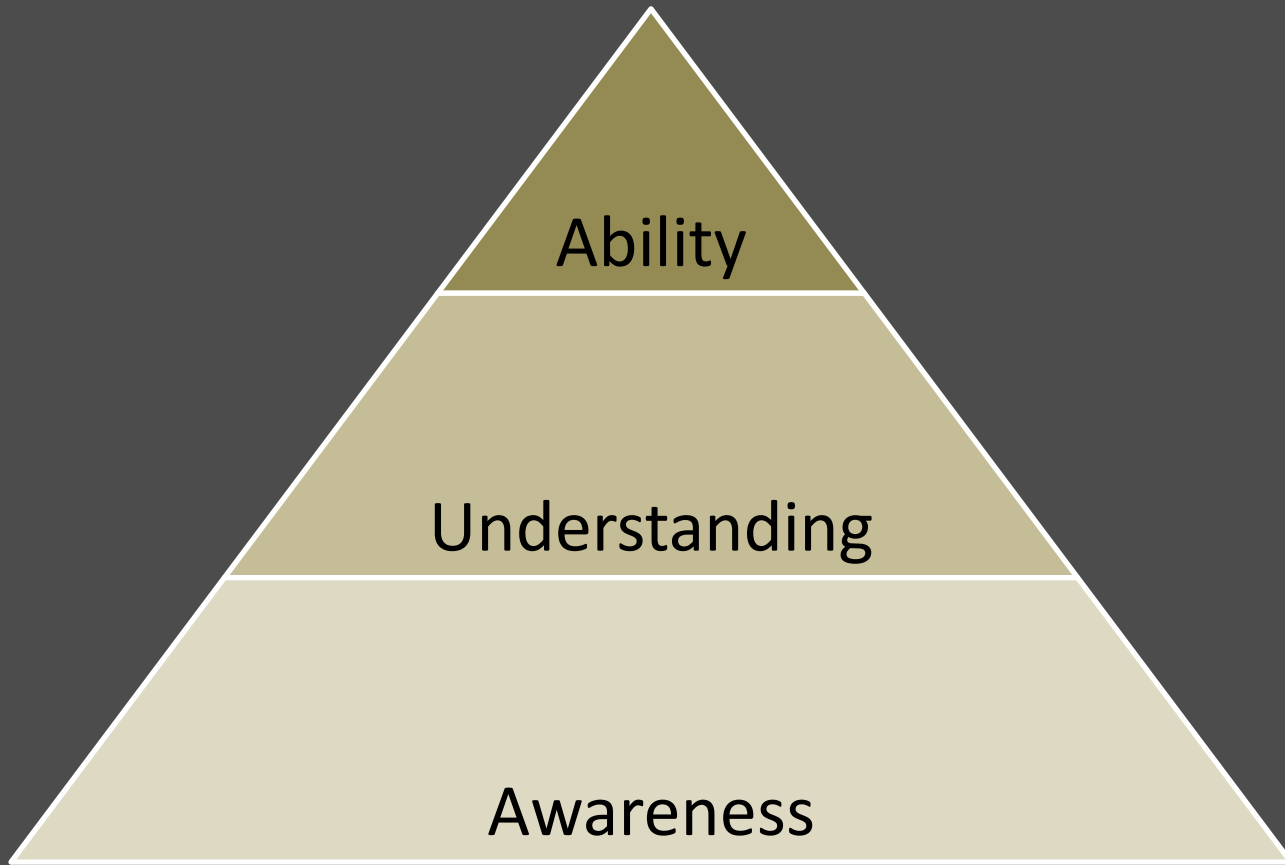
Opportunity



Systemic change



- There is no single owner, ready made “client”, nor budget line
- The enormity of the full challenge is a barrier to entry
- By scaling the *doing*, you find the right entry points to the solution
- The key to innovations is in de-risking new propositions



DESIGN



SITRA

Thank you!

24/09/2010

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