

# ***Public Sector Innovation Lab: Innovation Update, Practices and Tools to Define an Innovation Agenda in Public Organisations***

Barcelona (ES), 2-3 October 2014



## Introduction

### **Target group**

This new programme is addressed to public officials and leaders at the forefront of public service design and/or modernisation and reform efforts from all levels of public administration, as well as to policy officers, staff from NGOs, think tanks and other bodies who are eager to learn how to create innovative and radically new policies and architectures responding to the specific local, regional or national challenges.

### **Description**

The effects of the economic and financial crisis, as well as the current societal challenges, require both bold choices and approaches by the public sector. PS innovation is one of the main tools for responding to these policy challenges, as has been recently confirmed by governments' changes in their formal innovation structures, such as 'MindLab' in Denmark. New needs, new agents, new ways of communication and new governance models to avoid bureaucracy and excessive control are high on the public/political agenda. In addition, the EPSA best practice and knowledge platform as a public excellence source provides valuable know-how and vital results that are being used to the benefit of providing innovative solutions. This seminar will pave the way towards more strategic and systematic approaches to collaborative innovation and co-creation, showing ways of how to involve citizens and/or businesses in new service design and/or reform processes.

### **Learning methodology**

This two-day seminar will combine theory (presentations) and practice – such as (EPSA) case studies and a 'Public Sector Innovation Lab' workshop – to present tools and methodologies to define and manage innovation in participants' own organisations. Participants will learn different approaches of how to develop an Innovation Agenda: from defining challenges, to ultimately converting them into projects ready for launch. In addition, a glossary about EU funds available for innovation in the public sector will be provided.

### **Objectives**

The aim is for participants to both learn about the main innovation challenges, as well as successful existing and rewarded innovation cases in the public sector. In addition, each participant will acquire the skills to formulate challenges, to draft an Innovation Agenda for his/her respective organisation, and learn how to develop (successful) innovation projects. Participants will subsequently elaborate a draft Innovation Agenda for their organisations as an output of this seminar.

# Programme

## THURSDAY, 2 OCTOBER 2014

09.00 **Opening and welcome: introduction to the programme, objectives, and methodology of the seminar**  
*Alexander Heichlinger*

### Public Sector Innovation Update, Strategies and Practices

09.15 **Strategy on Leadership and Innovation: Vision or mission?**  
*Jan Ole Vanebo*

10.00 **Trends and key lessons from the EPSA award scheme**  
*Alexander Heichlinger*

10.30 Coffee break

11.00 **Discussion panel on practices in public innovation**  
*Harrie Scholtens, EIPA Maastricht and Sascha Haselmayer, Citymart*

12.30 **Seven steps leading to public management excellence**  
*Jan Ole Vanebo, Alexander Heichlinger and Julia Bosse*

13.15 Joint lunch

14.45 Transfer by bus

15.15 **Onsite visit to the innovation examples of the City of Barcelona (Barcelona Growth Centre, Urban Lab, Design Hub, Barcelona Activa)**

17.00 **End of the first day and return to the Hotel**

17.30 Guided walking sightseeing tour of the old city centre of Barcelona (1h30)

20.30 Official seminar dinner

## FRIDAY, 3 OCTOBER

### 'Public Sector Innovation Lab': An Interactive Exercise

09.30 **How to build your Innovation Agenda: innovation DNA and public innovation toolkit**  
*Joan Cortes*

10.30 **Group breakout tool 1: defining and selecting innovation challenges (one of the group participants' cases will be chosen)**  
*Joan Cortes, Roc Fages and Lija Groenewoud van Vliet*

11.30 Coffee break

12.00 **Group breakout tool 2: from challenges to real project(s)**

13.00 Light working lunch at the hotel

14.00 **Group breakout tool 3: project conceptualisation and business model of the project**

15.00 **Elevator pitch of the projects to the plenary and final summary**

16.00 **Closure and issuing of EIPA certificate to participants**

### SEMINAR KIT INCLUDES A COPY OF

Book: Bosse, J., M. Burnett, A. Heichlinger, C. Rongione and H. Scholtens (eds.), *Weathering the Storm: Creative EPSA Solutions in a Time of Crisis*, EIPA, Maastricht, 2013, ISBN 978-90-6779-218-9



# Experts

## DAY ONE

### **Julia Bosse (DE)**

Julia Bosse joined EIPA Barcelona in 2012 as a Research Assistant, notably for the European Public Sector Award (EPSA) and related activities in the area of administrative and institutional capacity building. She holds an MA in European Union Studies from the University of Leiden (NL). She is co-author of the book 'In Search of Local Public Management Excellence. Seven Journeys to Success' and co-editor of the publication 'Weathering the Storm: Creative EPSA Solutions in a Time of Crisis', both published by EIPA.

### **Sascha Haselmayer (DE)**

Sascha Haselmayer is CEO and Co-Founder of Citymart.com (previously Living Labs Global), an impact organisation working with 82 leading global cities, leading global research institutes and 1,200 innovative companies with a commitment to innovation and advancements in digital services in cities. He trained at the Architectural Association and also co-founded Interlace-Invent, advising on science & technology, socio-economic and development strategies in cities such as Barcelona, Shanghai, the Government of Thailand, several Taiwanese cities, leading global universities, investors and trans-national organisations. He has lectured widely and co-authored two books on service innovation in cities, markets and new approaches to public procurement. He is recognised as a social innovator and entrepreneur through an Ashoka Fellowship and by being a selected member of the Clinton Global Initiative and on the Advisory Board of the UN Global Compact Cities Programme.

### **Alexander Heichlinger (AT)**

Alexander Heichlinger is a Senior Faculty Member – Expert – at EIPA Barcelona, and Manager of the European Public Sector Award (EPSA). Over the last 18 years, he has led numerous assignments for regional and local authorities in the enlarged Europe, as well as for the European institutions and other international organisations, e.g. resource reference in the 2012 edition of the UN Public Service Award Day; Member of the Steering Committee of the Council of Europe's Programme Best Practices on Regeneration of the European coastal towns (2012); Jury Member of the Living Labs Global Showcase Award (2010); Member of the EC DG Employment Steering Committee on Assessment of ACB interventions and future needs in the context of the European Social Fund (2010); and Deputy Head of the European eGovernment Awards scheme (2001-2005), EC DG Information Society. Since 2009, he has been heading the EPSA scheme, which celebrated its fourth edition in 2013. He has published twelve books in his fields of expertise.

### **Harrie Scholtens (NL)**

Secretary/City-Manager of the former Municipality Middelharnis in the Netherlands. He was as a changemanager leader of two turn-overs of organisations in different Municipalities and represented the Dutch Organisation of City-Managers in national working groups in the field of e-Government. Nowadays he is Seconded National Expert at Eipa Maastricht. His topics are Local-Government, e-Government, Change Management and Risk Management and Cooperation and Merging of Municipalities. He is co-author of the book of the publication 'Weathering the Storm: Creative EPSA Solutions in a Time of Crisis' published by EIPA and two publications at the site of "Governance Connect" about Merging Municipalities and Developments in Public Administration.

### **Jan Ole Vanebo (NO)**

Jan Ole Vanebo, PhD, is a Professor of Management and Management Accounting and Director of the MPA programme at the North Trøndelag University College, Steinkjer, Norway. He is a Senior Visiting Fellow at EIPA Barcelona, and Norwegian member of the Steering Group for EPSA 2013 (European Public Sector Award 2013), managed by the European Institute of Public Administration (EIPA). He has been involved in the following research areas: public sector reforms, public management, public governance and new public leadership. He has managed and lectured in a PhD course on the topic "The Knowledge Economy and Creative Leadership". He is co-editor of the recent book on 'Public Management in the 21st Century – Trends, Ideas and Practices', published by the Oslo University Press in 2013.

## DAY TWO

### **Joan Cortés (ES)**

Joan Cortés is Managing Partner and CEO of Lead To Change. He has a wide cross-industry experience, having worked for both, large and SMEs in the following sectors: utilities, automotive, insurance, electric consumer goods, government, etc. Previously he worked as a corporate entrepreneur in the media sector, as business development director in a leading e-Learning firm, and before that, as a public service manager. He is a speaker and trainer on innovation management, business strategy and related soft skills for companies such as Repsol, Zurich Global Corporate, Affinity, INAP, Generalitat de Catalunya, etc. His fields of expertise are: innovation funnel design and management, business modelling, innovation indicators and measurement, innovation culture and DNA, new business development, innovation governance and leadership.

### **Roc Fages (ES)**

Roc Fages is Senior Consultant at Lead To Change in innovation, strategy and growth projects for private companies, governments and universities. Over the last seven years he has advised private and public organisations in defining and developing innovation and growth processes with a results-oriented focus. He organised the Open Innovation International Congress for the Polytechnic University of Valencia (2008). He is Co-founder of Cink Shaking Business ([www.cink.es](http://www.cink.es)), a social network strategy company for business and governments, with which he developed projects for the Government of Catalonia – Gencat 2.0 –, financial companies and other private organisations. Previously he worked in multimedia projects at Lavinia Interactiva ([www.lavinia.tc](http://www.lavinia.tc)), as head of contents at Infonomia-CoSociety ([www.co-society.com](http://www.co-society.com)) and in the area of online strategy, with a specific focus on e-Government. He published a book related to that issue.

### **Lija Groenewoud van Vliet (NL)**

Lija Groenewoud van Vliet is an Innovation Advisor at Lead To Change. In the past she has gained experience in putting innovation management into practice, designing and managing innovation programmes and accelerating innovation. In her daily work, she connects practice (private industry), policy (public administration) and research in order to create synergies. Previously, she worked in the Netherlands as an innovation advisor for the research institute Deltares ([www.deltares.nl](http://www.deltares.nl)) and was the founder of an innovation platform in Rotterdam ([www.co3rotterdam.nl](http://www.co3rotterdam.nl)). She holds a degree in Innovation Management from the Rotterdam School of Management.

# General Information

## Seminar venue

*K+K Hotel Picasso*

Passeig de Picasso, 26-30

ES - 08003 Barcelona

Tel: +34 93 547 86 00

Fax: +34 93 547 87 00

E-mail: sales.picasso@kkhotels.es

www.kkhotels.com

## Working languages

The seminar will be conducted in English. Simultaneous interpretation into Spanish will be provided in case there are a minimum number of participants requesting it.

## Registration

- Participation fee: **€950** (includes: documentation, two coffee breaks, two lunches, a dinner, certificate of participation and an optional walking tour). Accommodation and travel costs are at the expenses of the participants or their administration.
- Deadline for registration: **23 September 2014**
- EIPA offers its members a reduction of 10% off the registration fee. This reduction is available to all civil servants working for one of EIPA's member countries (i.e. AT, BE, BG, CY, CZ, DK, EE, FI, FR, DE, GR, HU, IE, IT, LT, LU, MT, NL, PL, PT, ES, SE, UK) as well as civil servants working for an EU institution or agency. If you are eligible for a discount, please tick the box in the registration form. For more information, please visit EIPA's website <http://seminars.eipa.eu>
- The NUMBER OF PARTICIPANTS IS LIMITED. (we will not accept any registration once the places available are covered)
- Payment: you should pay after having received the confirmation of your registration and before the seminar. Please indicate the method of payment on the registration form. For cancellations received 15 days before the seminar date, we will have to charge an administration fee of €150 unless an alternative participant is nominated.

## Information

European Institute of Public Administration, EIPA Barcelona

Marta Gràcia, Programme Organiser

C/ Girona, 20 - 08010 Barcelona (ES)

Tel.: + 34 93 245 13 13

Fax: + 34 93 245 12 12

E-mail: m.gracia@eipa.eu

You can also submit the online registration form which can be found on EIPA's website: <http://seminars.eipa.eu>

Your name and address will be part of EIPA's database for our mailing purpose only. If you do not want to be included in our mailing database, please tick the box in the registration form.

## Hotel reservations:

EIPA Barcelona will be pleased to make reservations for you at the Hotel K+K Picasso

K+K HOTEL PICASSO \*\*\*\*

Passeig de Picasso, 26-30

ES - 08003 Barcelona

Tel: +34 93 547 86 00

Fax: +34 93 547 87 00

E-mail: sales.picasso@kkhotels.es

www.kkhotels.com

## Rates:

€130 Double room for single use, breakfast buffet and 10% VAT included. City tax not included (€0,71 per night and person)

€155 Double room for double use, breakfast buffet and 10% VAT included. City tax not included (€0,71 per night and person)

Should you wish to make use of this possibility, please indicate the dates of arrival and departure on the registration form as well as the type of room. Payment is to be made directly and personally to the hotel on checking out. Please note that if you register after the deadline, hotel reservations cannot be guaranteed.

Please do not consider yourself to be registered until you have received an e-mail from us confirming your registration.



# Registration Form

Public Sector Innovation Lab: Innovation Update, Practices and Tools to Define an Innovation Agenda in Public Organisations  
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Surname: .....	Title: .....	M/F
First name: .....		
Organisation: .....		
Department: .....	Current position: .....	
Work address: .....		
Postal code & Town: .....	Country: .....	
Telephone number: .....	Fax number: .....	
E-mail address: .....		

## Invoice information

Organisation: .....

Fiscal number/NIF: .....

Department: .....

Address: .....

Postal code & Town: ..... Country: .....

VAT number: ..... Your reference number: .....

E-mail address: .....

## Registration fee - 1460402

The fee includes participation in the seminar, a documentation folder, two coffee breaks, two lunches, a dinner and a certificate of attendance. **€950**

Discount of 10% (Please check first the conditions at <http://seminars.eipa.eu> (FAQ - special discounts))

## Method of payment

### Bank transfer

It is necessary to state the name of the participant and the reference '1460402'. EIPA's Barcelona account number IBAN: ES27-0182-6035-43-0018000225, BIC: BBVAESMM at the BBVA, Plaça Catalunya 5, 08002 Barcelona (ES)

### Credit card

American Express card     Eurocard/Mastercard     Visa card

Card number: ..... / .....    Expiry date: ..... / .....    Card Validation Code: .....

## Hotel reservation

Please book a room for me in K+K Hotel Picasso\*\*\*\*

Double room for single use    Date of arrival: .....    Date of departure: .....

Double room    Number of nights: .....     No hotel reservation required

To ensure the optimal organisation of the seminar, please return the completed registration form **by fax or e-mail before 23 September 2014** to: Marta Gràcia, Programme Organiser, tel.: +34 93 245 13 13, fax: +34 93 245 12 12, e-mail: [m.gracia@eipa.eu](mailto:m.gracia@eipa.eu), [www.eipa.eu](http://www.eipa.eu) – The registration will be confirmed by e-mail.



Your name and address will be part of EIPA's database for our mailing purpose only.  
Please tick  if you do not want to be included in our mailing database.