Stimuler l’innovation du centre

La semaine de l’innovation publique, Paris
18 Novembre 2016
Government transformation

GDS

Data.gov.uk

OPEN POLICY 2015

THE BEHAVIOURAL INSIGHTS TEAM

The Civil Service Reform Plan
June 2012
The Lab

Creative space for policy teams

Open, data-driven, digital and user-centred policy

Testing new tools on complex policy challenges

Upskilling civil servants
The Lab in figures

- 15 large projects
- 8 Sprints and Open Ideas Days
- 150+ Lab Lights and workshops
- 4000+ civil servants
- 6000+ Twitter followers
Three levels of impact

- Innovative Policy
- New Thinking

- New skills, knowledge & Tools
- Improved Performance
- New Solutions

- Inspiring Projects
How we work

Diagnose
- Lab Light
- Lab sprints

Discover
- Lab sprints

Develop
- Lab sprints

Deliver
- Full demonstration projects
- Lab experiments
- Lab experiments
- Lab experiments
- Lab experiments
“How can we support people to manage their health conditions and stay in or return to work?”
The problem

4.7 million people of working age who have a health or disability condition who are out of work

190,000 flow onto ESA each month

3.8 million total out of work benefits

2.5 million people who are on Employment Support Allowance or other incapacity benefits

£15 billion/year

62,500 flow off
Well in Work

Chat with an adviser

Adviser
Hello, how are you today?
13:50pm, 3rd May

You
Hi, I'm not feeling great to be honest. I'm feeling quite anxious about my work.
13:50pm, 3rd May

Adviser
What is it about your work that is making you anxious?
13:50pm, 3rd May

You can allow your adviser to see things that will help them understand your situation.

Share a fitnote
Share your medical note
Upload a document
The approach

- **Fresh perspectives**
  - Diagnose
    - Lab Light & Sprint
  - Discover
    - Ethnography & Data Science

- **Fresh ideas**
  - Develop
    - Co-design & prototyping
  - Deliver
    - Testing
Data science insights

The ‘what’?
Ethnographic insights

The ‘why’?
Prototyping ideas
Experiments: Speculative design
Experiments: open ideas days
Overall impact

Empathy and understanding for people affected by policies

Empowered and more confident policy makers with better networks

Space for constructive, non-hierarchical conversations

Ideas direct from the people most affected

Shared language between policy & (often digital) delivery
How to have impact

1. Use data to make the case to scale
2. Choose projects which are tangible to communicate
3. Choose projects that end in prototypes
4. Take political opportunities and be pragmatic
5. Create the right conditions for innovation