

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

Barcelona (ES), 20-21 February 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 or the 'Shipyard' in the Netherlands. 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.

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 20 FEBRUARY 2014

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

09.15 **"Tour de table": participants' presentation to endorse networking**

Public Sector Innovation Update and New Practices

Experts: *Alexander Heichlinger, Jan Ole Vanebo, Julia Bosse and others*

09.30 **Innovation challenges in the European public sector: trends, ideas and practices**

11.00 Coffee break

11.30 **Discussion panel on practices in public innovation from various administrative levels**

13.00 Joint lunch in a restaurant

14.30 **Seven steps leading to public management excellence**

16.00 **EU financial instruments for innovation in the public sector**

16.45 **Wrap up**

17.00 **End of the first day**
Walking and sightseeing tour of the old city centre of Barcelona (1h30)

20.30 Dinner at a restaurant in Barcelona

FRIDAY 21 FEBRUARY 2014

Public Sector Innovation Lab: An Interactive Exercise

Experts: *Joan Cortes, Roc Fages and Lija Groenewoud van Vliet*

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

10.30 **Group Breakout Tool 1: defining and selecting innovation challenges** (one of the group participants' cases will be chosen)

11.30 Coffee break

12.00 **Group Breakout Tool 2: from challenges to real project(s)**

13.00 Light working lunch

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 wrap up**

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



Experts

(in alphabetical order):

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.

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.

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). 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 PhD courses 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 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), 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), as head of contents at Infonomia-CoSociety (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) and was the founder of an innovation platform in Rotterdam (www.co3rotterdam.nl). She holds a degree in Innovation Management from the Rotterdam School of Management.

Venue of the seminar

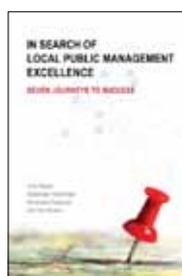
K+K Hotel Picasso
Passeig de Picasso 26
08003 Barcelona
www.kkhotels.com

Practical information

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Seminar kit includes a copy of:

- Book: Bosse, J., A. Heichlinger, E. Padovani and J.O. Vanebo, *In Search of Local Public Management Excellence - Seven Journeys to Success*, EIPA, Maastricht, 2013, ISBN 978-90-6779-217-2
- 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



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, coffee breaks two lunches, a welcome dinner, and a certificate of attendance). Accommodation and travel costs are at the expense of the participants or their administration.
- Deadline for registration: **14 February 2014**
- EIPA offers its members a reduction of 10% of 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
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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 or 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.

Do not consider yourself registered as long as you have not received an e-mail from us confirming your registration.



Registration Form

Public Sector Innovation Lab
Barcelona (ES), 20-21 February 2014

| | | |
|---------------------------|-------------------------|-----|
| 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 - 1460401

The fee includes participation in the seminar, a documentation folder, 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 '1460401'. 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 Hotel K+K****

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 14 February 2014** to: Marta Gràcia, Programme Organiser, Tel.: +34 93 56 72 407; Fax: + 34 93 56 72 399; E-mail: m.gracia@eipa.eu, 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.