

# Service Design for the Negosyo Centers

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**Organisation:** Office of Senator Bam Aquino, Senate of the Philippines

**Country:** Philippines

**Level of government:** Central government

**Sector:** Economic affairs

**Type:** Methods, Organisational Design, Partnerships

**Launched in:** 2014

**Link to the innovation's website**

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# Description

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A first-ever Service Design Team in the Philippine Senate co-designed with the Department of Trade and Industry the policy, the implementation plan, and the roll-out for Negosyo Centers all over the Philippines to make ease of doing business a reality to all entrepreneurs.

It was the first time that design thinking and human-centered design tools were used in the Department of Trade and Industry, in policy-making, and in the nationwide roll-out of a policy initiative. The tools also allowed for multi-stakeholder collaboration at the local and national levels.

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## Why the innovation was developed

- To create innovation hubs for entrepreneurs so that other government agencies and even non-government institutions can converge and make it easy to support businesses in the Philippines.
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## Objectives

Develop staff capacity, Improve effectiveness, Improve service quality, Improve social equity, Support economic growth

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## Main beneficiaries

Businesses, General population, Government staff

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## Existing similar practices

### Design Thinking for Education

In public administration of my country

Department of Education and the Habi Education Lab

Habi Education Lab introduced design thinking to educators and administrators in the Department of Education to improve learning systems.

<http://habieducationlab.org/labnotes/teacher-made-prototypes/>

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# Results

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## Service quality

### Accessibility:

- The workshops led to the establishment of 253 Negosyo Centers to date which meant that service was more accessible to more Filipinos. We are still waiting for formal results for other indicators.



# Development

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## Design

Our team originally conceived the idea but it went through a lot of iteration with front-line staff, stakeholders, and target entrepreneurs.

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## Testing

- Prototyping with different user groups
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## Implementation

### Tools used:

- Workshops
- Design thinking and prototyping skills

### Resources used:

- In addition to staff from the office, workshop facilitators were also important to run effective prototyping sessions
  - Budget for accommodation, travel, refreshments and workshop materials
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## Diffusion

- Diffusion workshops have been held with other divisions within the Department of Trade and Industry, and with the Department of Budget and Management.
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## Challenges and solutions

- One major challenge was securing the participation of key stakeholders, especially in areas with low trust for politicians and the national government. For these, we had to build relationships with the target participants and their immediate supervisors and we had to convince them that we were in this for the long run.
  - We also had to make our function more salient for oversight and budget units within the Department.
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## Partnerships

### Multiple partners

Academics and Research Bodies, Civil Society, Other Public Sector, Private sector

For organizations with a nationwide scope, we partnered with the Philippine Chamber of Commerce and Industry, the Philippine Center for Entrepreneurship, the Microfinance Council of the Philippines, and the Department of Trade and Industry. In many areas, we partnered with local schools, business clubs, local government units, and both start-up and social entrepreneurs. They all sent participants to the workshop that would contribute to the prototyping and feedbacking for the service canvases generated during the different sessions.

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# Lessons Learned

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## Lessons Learned

- It is important to have top officials as champions.
  - It is equally important to prototype from and with the frontlines
  - Middle management should not be forgotten, getting their buy-in as well is also key.
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## Conditions for success

- The cooperation of multiple stakeholders was necessary.



