

# CITIZEN DESIGN

## - DESIGNING FOR BETTER DESICION-MAKING

/ HOPE 2019 /

<http://www.hope.be/hope-exchange-programme/>

[www.borgerdesign.dk](http://www.borgerdesign.dk)

Trine Hasle & Kirsten Engholm - May 2019

[Trhasl@rm.dk](mailto:Trhasl@rm.dk) & [kiej@aarhus.dk](mailto:kiej@aarhus.dk)



# Borgerdesign



*A full-scale experiment co-financed by:*

/ Central Denmark Region - hospitals, psychiatry and GP's  
/ And 4 municipalities: / Skive / Silkeborg / Viborg / Aarhus /

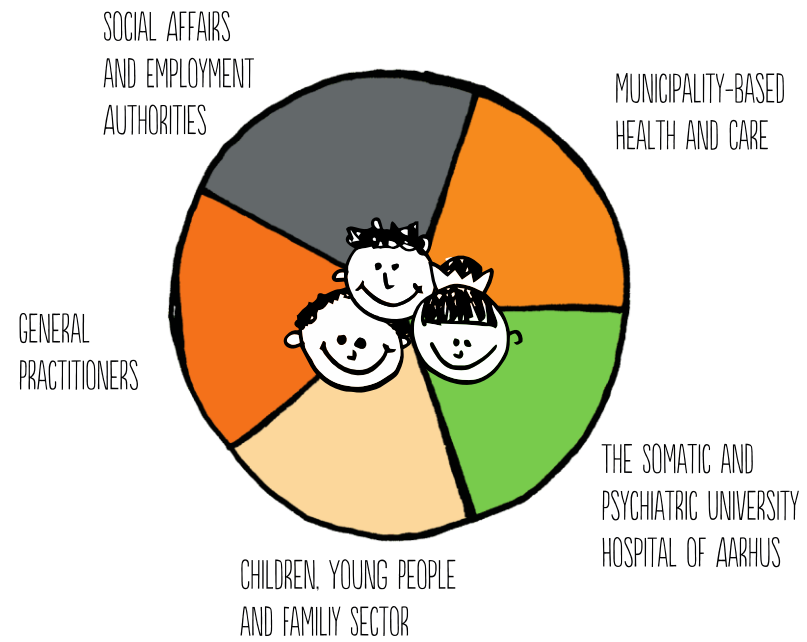
# DESIGNING FOR DECISION-MAKING

- / Our ambition in Citizen Design is to widen the mindset and thus the actions of the decision makers by bringing in new perspectives
- / We use the citizen perspective as a driving force for shared strategic leadership across intersectoral borders (building in the empathy)
- / We are doing so, because citizens move across borders created by the system and they therefore possess a special knowledge

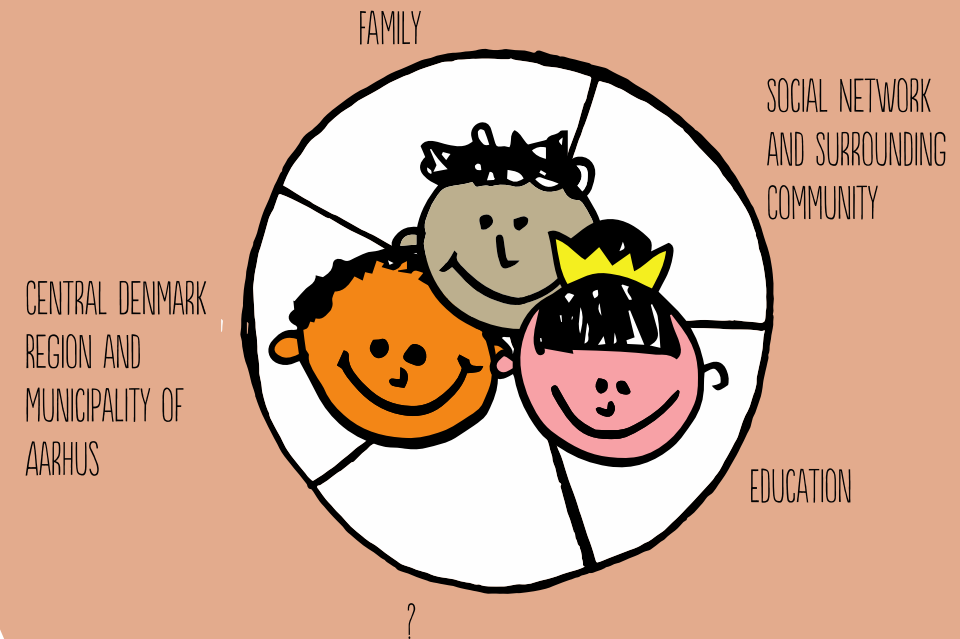


# PERSPECTIVES

## FROM THE SYSTEM'S PERSPECTIVE



## FROM A CITIZEN'S PERSPECTIVE





## WE ONLY KNOW ABOUT THE 2 %

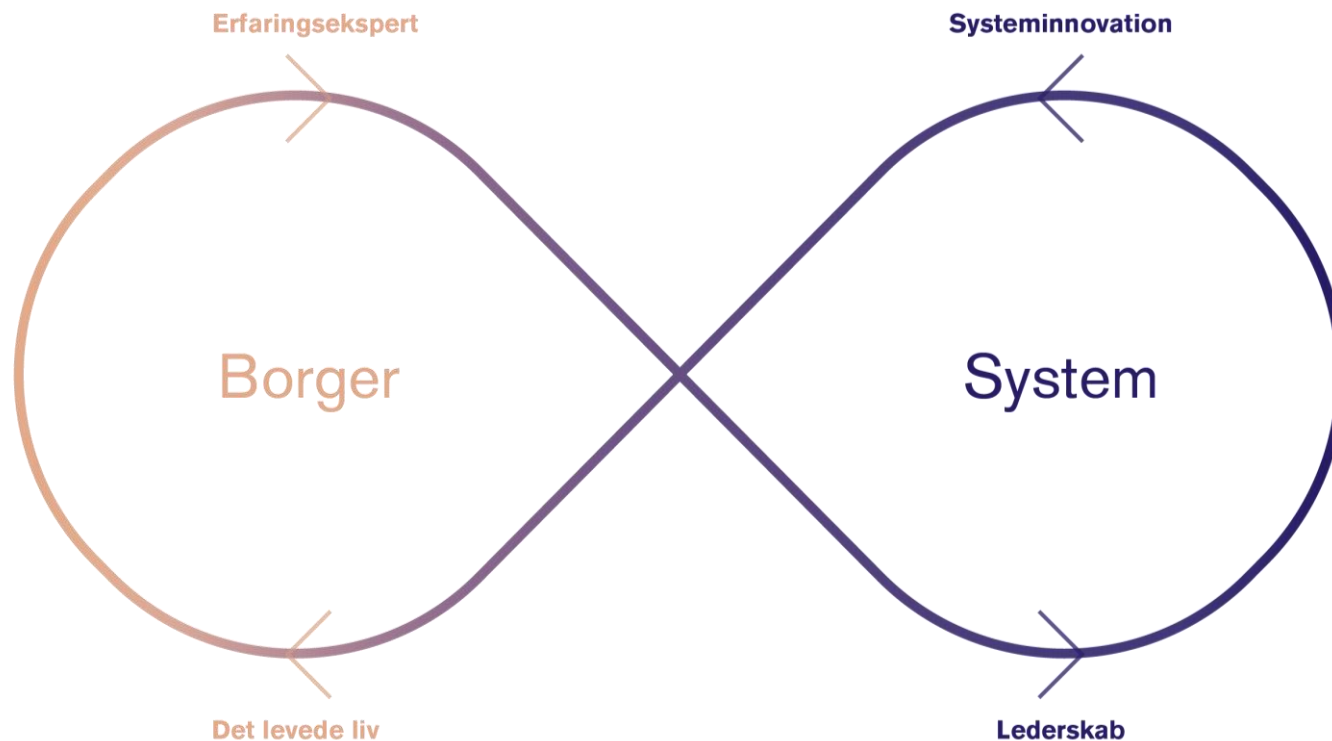
*"A patient with a chronic disease is in contact with the healthcare system 2 % of his time – but the obvious question is who takes care of the patient the rest of the time? What are patients actually doing, when they are not at the consultation or in the outpatient clinic?"*

Professor Morten Sodemann, 2018: Sårbar, det kan du selv være



# EQUAL PERSPECTIVES

- / The constant movement between:
  - The citizen perspectives
  - The professional/system perspectives
- / The plurality of perspectives reframe the challenges and expand the possible solutions



## 3 LEVELS OF INVOLVEMENT

- ／ The citizen has an influence on his own course of treatment
- ／ The citizen's experience is used as the basis for improved patient progress for the benefit of other citizens
- ／ The linking of perspectives from citizens and professionals serves as a driving force for joint strategic leadership across sectors – possible system innovation by reframing the challenges

# WHAT ARE YOUR EXPERIENCES?

- / Discuss how you involve the citizens perspectives in projects and tasks?



A background image showing a person's hands writing in a spiral notebook. The image is partially covered by a large, semi-transparent orange rectangle. The person is wearing a watch on their left wrist. A white mug is visible on the left side of the frame.

# WHAT ARE YOUR EXPERIENCES?

- / Talk about situations where the citizen's perspective has been included without actually adding value

## THE METHOD "CITIZEN DESIGNING"

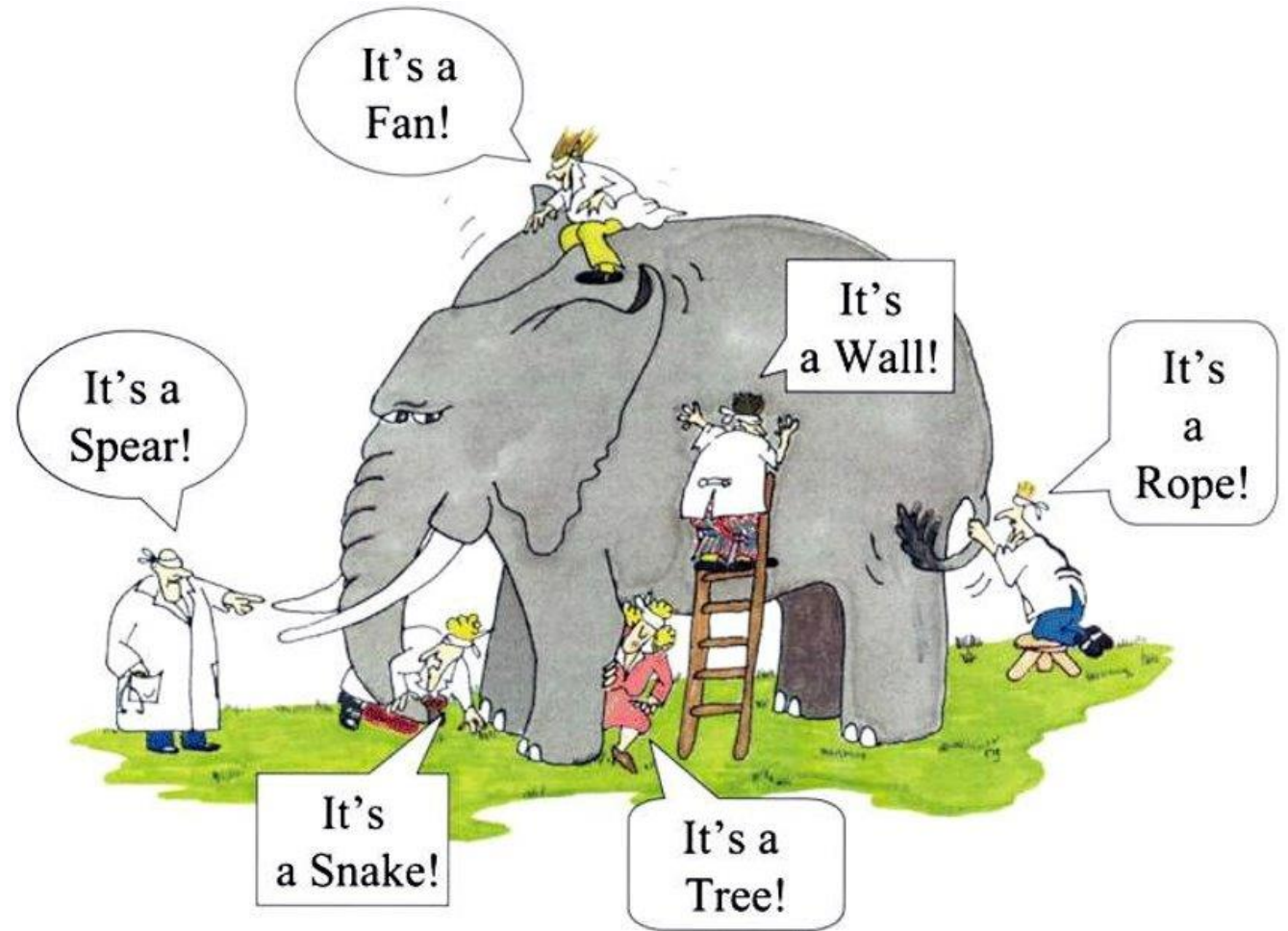
We work with many perspectives to ensure that the understandings of the challenges we work with, are the right ones.

The many perspectives help us to reframe the challenges and questions.



# THE UNDERSTANDING OF THE ELEPHANT

- / The economic perspective
- / The perspectives of the health sector
- / The perspectives of the social service sector
- / The perspectives of relatives
- / The citizen perspectives
- / The legal perspectives – local, national & EU
- / The political perspectives
- / ...





## FINDING THE PERSPECTIVES

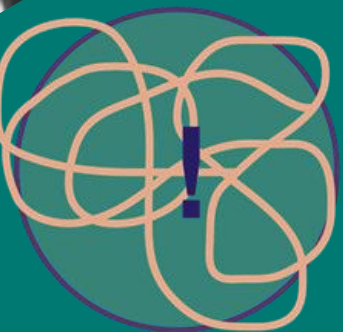
We navigate by:

- / curiosity
- / arguments
- / ignorance
- / frustration
- / positive experiences

– among citizens and professionals







## ANALYSING IN COMMON

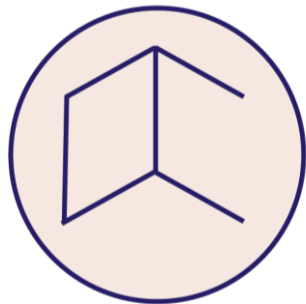
- / Qualifying and verifying insights
- / Formulating potential possibilities





# POTENTIAL POSSIBILITIES

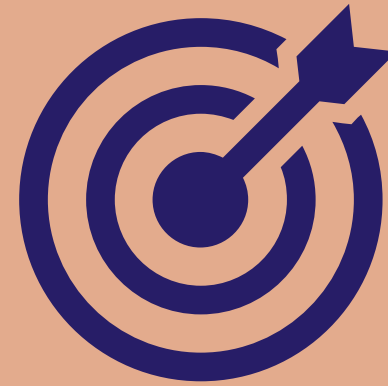
- / Reframes the challenges and questions
- / Detects underlying mechanisms that produce (parts of) the problem
- / Improves the foundation for intersectoral leadership to make better decisions



# STRATEGIC DECISION MAKING

It is not smart to make decisions based on the wrong foundation!

Citizen Design contribute to an extended and more qualified foundation for strategic decision making.



## TALK ABOUT...

- / Do you know of initiatives, where the citizen's perspectives could be useful? Where insights could move the solutions to another level?

QUESTIONS? COMMENTS?

THANK YOU

Trine Hasle & Kirsten Engholm - May 2019

[Trhasl@rm.dk](mailto:Trhasl@rm.dk) & [kiej@aarhus.dk](mailto:kiej@aarhus.dk)