



pdr.

GREENHOUSE
Information Pack

THE GREENHOUSE

Service design and innovation training for public and third sector service providers.

Join an exclusive group of public service leaders for The Greenhouse, an immersive training course that will quickly build your skills and experience of public service and policy design.

Delivered by PDR, the International Centre for Design & Research in Cardiff (UK).

KEY DATES

21-23rd June 2023

How to move your organisation from one that delivers transactions to one that builds relationships with citizens...

INTRODUCTION

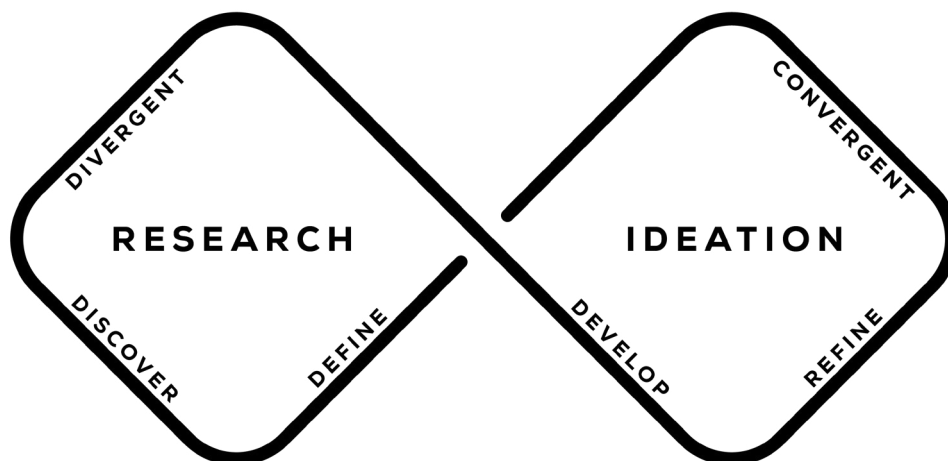
Service design offers the opportunity to look at the challenges that face your organisation from a different perspective – enabling you to really understand what’s happening in your services, and how your customers experience them.

This course will equip you with the confidence to apply a service design approach in your organisation. The course is delivered by facilitators who literally practice what they preach, working with public sector clients at a local, national and European level. So you can be assured that when you book a place on this course your facilitators will be experienced practitioners in applying design thinking to transform public sector services.

THE PROCESS

Based on the double-diamond model, the fundamentals of this design workshop follow the four key stages: research, define, develop, and refine. This iconic process allows us to identify the systemic problem we’re trying to solve, keeping the teams’ objectives aligned by following the proper steps and reducing the risks of losing focus on the project goal.

Through the divergent stage of this workshop, you will focus on mapping out your research, understanding the critical pain points that your stakeholders may experience and identifying the golden areas of opportunity to explore. During the Convergent stage of this workshop, you will then begin to refine your concepts and focus your direction towards the right solution.



WHAT YOU WILL LEARN

- The fundamentals of service design such as GDS Service Design Principles.
- Processes that will help you design within tight boundaries
- Methods for understanding what your service is really like to use and deliver
- Tools for engaging front-line staff in design and innovation projects
- How to use design to formulate public policy
- New ideas for stretching your approach to continuous improvement
- Understand how to manage design and innovation within public services
- How to get into buy-in for innovation
- Techniques for designing and iterating on live projects
- How you can design more effective touch points for your service

WHO SHOULD ATTEND

This course is designed and tailored for in-house business improvement and performance teams, including staff in the following roles; commissioning, innovation, audit, business improvement, performance management, information technology, operations and public policy, as well as professionals and freelancers working for or within the public/third sector.



Learn from **experienced service designers**, public service innovation specialists and **public policy experts**



Prof. Anna Whicher

Anna's main professional interest is in developing and implementing inclusive policies using design methods. As Head of Design Policy at PDR, she is responsible for leading networks, conducting new research, co-developing policies with users and evaluating impact for government, innovation agencies, sector councils and trade associations in the UK and across Europe. Since 2009, she has been managing a portfolio of multi-million pound European, research and government contracts. Examples include EU projects on innovation policies, consultancy for trade associations and strategy development for local, regional and national governments.



Prof. Andrew Walters

Director of Research at PDR and Director of User-Centred Design Global Academy at Cardiff Met. Andrew leads the academic research strategy for the Centre and supervises a broad range of design research projects and doctoral students. Such projects cover Design Policy, Design Management, User-Centred Design, and Service Design.

Learn from **experienced service designers**, public service innovation specialists and **public policy experts**



Piotr Swiatek

Piotr is a Researcher and Project Manager working on a multiple projects focused on design-driven innovation in the public sector including, inter alia, developing design-driven innovation policies and support programmes for design, building capacity for design thinking in public sector, and testing new, design-based approaches in fields of political decision-making or circular economy. Piotr believes that innovation comes from deep understanding of the challenge and people involved; and as such enjoys exploratory stages of a design projects and deliberative stakeholder engagement methods.



Oliver Evans

Design Innovation Specialist in the Design and Innovation Policy Team at PDR, with experience in user-centred research and design education running university talks on professional growth and design flow processes, Oliver is currently lead of PDR Academy, creating innovation workshops covering the various areas of design.

EXAMPLE AGENDA

DAY 1: Initial Briefing

Introduction And Challenge Setting

- This is a quick introduction to PDR, grab a coffee and start networking with everyone!

14:30 - 16:15

Optional and Inclusive evening meal

- Time to relax from the workshop with an evening meal with your workshop colleagues.

19:00 - 00:00

DAY 2: Insights And Ideas

User Research, Analysis and Ideation

- Now to understand your users and begin ideating your initial concepts.

09:00 - 17:15

Optional and Inclusive evening meal

- Time to relax from the workshop with an evening meal with your workshop colleagues.

19:00 - 00:00

DAY 3: Design And Deliver

Prototyping, Pitch & Finish

- Turning your ideas into final concepts and pitch them to the team.

09:00 - 16:30

COURSE DETAILS

PARTICIPANTS

A maximum of **20** participants will be allocated places on the course.

FACILITATORS

Biographies are provided on page 4.

VENUES

The majority of the Greenhouse course will be based at PDR. However, some activities will involve travel and off-site working. Arrangements for this will be made by the facilitators and all costs relating to these activities are included in the participant cost.

COURSE MATERIALS

All materials used during the Greenhouse will be available for participants following the course. These materials are also licensed for use by participants and will be provided in both physical and digital format. These include; SPARK handbook, workshop tools and presenter slides.

FOOD AND DRINK

All food and drink (during the course) will be included in the participant cost, including;

- Tea and coffee for breaks
- Buffet lunch on days 2 and 3
- Evening meal on day 1 and 2

ACCOMMODATION

Accommodation will need to be arranged by the participant and is not part of the course cost. Details of suggested accommodation will be provided within the confirmation email.

COST: £995 (£895 Early Bird Until the 30th of April)

VENUE: PDR, Excelsior Rd, Cardiff CF14 3AT

DATES: 21-23rd of June, 2023

REGISTRATION

Participants can register through either the [online eventbrite link](#) or through a [registration form](#) and invoice payable by bank.

Upon successful registration a confirmation email complete with invoice will be sent to confirm your booking along with a list of hotel options with special rates. Payment must be made to confirm your place on the course at this stage, this can be done by online bank payment.

3 WEEKS BEFORE

An email will be sent to all participants containing the following information:

- Travel information
- Parking information
- Venue information
- Maps
- Delegate list
- Detailed agenda
- Pecha Kucha template and instructions*

*Participants will receive a Pecha Kucha presentation template and asked to prepare an introduction presentation.

ARRIVAL

An informal evening drinks reception and Pecha Kucha session will introduce all participants and facilitators. This session will take place at PDR and will include a tour of the design centre as well as an evening dinner.



INTERESTED?

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