

Design in Government Impact for all

Conference 2022
Light House Cinema
Friday 28th October 2022

Clár Éire Ildánach
Creative Ireland
Programme
2017–2022



An Roinn Caiteachais
Phoiblí agus Athchóirithe
Department of Public
Expenditure and Reform



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8:45 – 9:15am REGISTRATION AND BREAKFAST

9:30am **OPENING REMARKS**
Minister Catherine Martin TD
Minister for Tourism, Culture, Arts & Gaeltacht, Sport & Media

9:55am **KEYNOTE SESSION 1:**
What is Design in Government?
Lou Downe, UK Design Expert



Author of the bestselling book *Good Services* and former Design Director of the UK Government, Lou Downe founded the discipline of **service design in the UK government**. Lou will introduce us to **Design in Government** and speaking from experience, will share the path forward for effective design of public services.

10:20am **PANEL SESSION 1: Introducing Design in Irish Public Services**

MODERATOR: Neil Ward Head of Transparency (Assistant Secretary), Department of Justice
PANELISTS: Emer Darcy Family Law Reform, The Courts Service of Ireland
Tim Willoughby Head of Digital Services & Innovation, An Garda Síochána
Jared Gormly, HSE Spark Innovation

We'll be joined by a panel of public servants who have been applying aspects of the **design approach** in their work, and hear what it takes to get started, to win hearts and minds, and to deliver outcomes.

10:50am **KEYNOTE SESSION 2:**
Impact of Design in Public Services – More than a "Nice to Have"
Mari Nakano, International Design Expert



Drawing from her extensive experience with New York City Office for Economic Opportunity, Mari will present examples highlighting the huge impact potential of **design in public services**. Her experience shows that the positive outcomes can reach beyond customer experiences, and right through to the ways public servants work and collaborate with one another.

11:15am **PANEL SESSION 2: We're Already Seeing Impact In Ireland**

MODERATOR: John Lynch Service Design Network
PANELISTS: Shane Waring Coordinator, Dublin City Council BETA
Siobhan Manning Service, Innovation & Design, Mater Hospital
Malcolm Beattie Head of Innovation Lab, Northern Ireland Department of Finance

We'll hear case studies from the Courts Service, Mater Hospital, and the Northern Ireland Department of Finance – tangible examples of how a **design approach** is already delivering impact in public services on the island of Ireland.

12:00pm **LUNCH**

1:00pm **KEYNOTE SESSION 3:
Design at Scale In Public Services: Design Principles for Government in Ireland**
Trevor Vaughn, Chair, Service Design in Government Working Group

Chair of the Service Design in Government Working Group, Trevor Vaughn has overseen the development of **Design Principles for Government in Ireland**. Trevor will introduce the principles, explain the process behind their development, and outline their purpose as we begin applying design across our public services.

1:25pm **PANEL SESSION 3: Making Design Real in the Irish Public Sector**

MODERATOR: Marianne Cassidy Assistant Secretary
Department of Public Expenditure and Reform
PANELISTS: Julianne Coughlan Cork County Council
Tony Shannon Head of Digital, Office of the Government Chief Information Officer
Lorna Ross Chief Innovation Officer, VHI / Adjunct Faculty, Royal College of Surgeons in Ireland / Mentor, Unreasonable

We'll be joined by guests from the **Service Design in Government Working Group**, whose diverse backgrounds informed the development of Design Principles for Government in Ireland. In this panel discussion we'll hear how the principles might apply across different aspects of our public service, as well as discussion the longer term vision for an Ireland where design informs everything that government does.

2:00pm **CALL TO ACTION**
Minister Ossian Smyth TD
Minister of State at the Department of Public Expenditure and Reform

2:15pm **CLOSING REMARKS**
Tania Banotti, Director, Creative Ireland

2:30pm **NETWORKING**

3:00pm **FINISH**