



Design for Policy (Design for Social Responsibility)

Christian Bason

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Design for Policy is the first publication to chart the emergence of collaborative design approaches to innovation in public policy. Drawing on contributions from a range of the world's leading academics, design practitioners and public managers, it provides a rich, detailed analysis of design as a tool for addressing public problems and capturing opportunities for achieving better and more efficient societal outcomes.

In his introduction, Christian Bason suggests that design may offer a fundamental reinvention of the art and craft of policy making for the twenty-first century. From challenging current problem spaces to driving the creative quest for new solutions and shaping the physical and virtual artefacts of policy implementation, design holds a significant yet largely unexplored potential.

The book is structured in three main sections, covering the global context of the rise of design for policy, in-depth case studies of the application of design to policy making, and a guide to concrete design tools for policy intent, insight, ideation and implementation. The summary chapter lays out a future agenda for design in government, suggesting how to position design more firmly on the public policy stage.

Design for Policy is intended as a resource for leaders and scholars in government departments, public service organizations and institutions, schools of design and public management, think tanks and consultancies that wish to understand and use design as a tool for public sector reform and innovation.

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