

DIGILABS20 CONFERENCE
LUBECK, GERMANY

10 NOVEMBER 2020

STÉPHANE VINCENT,
COFOUNDER & CEO
LA 27^e REGION, FRANCE



La Transfo :
the craft of innovation labs

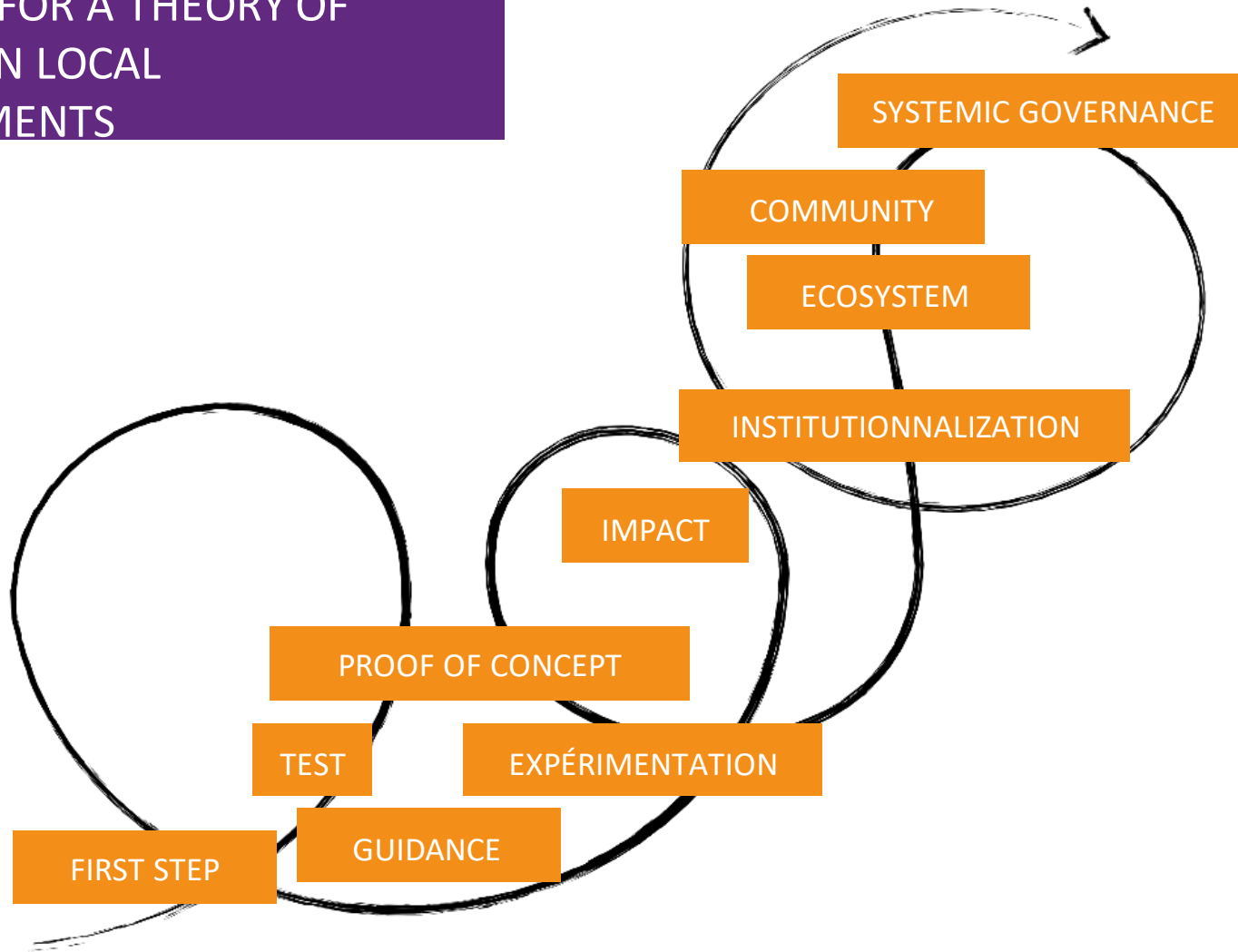
La 27^e Région ?

As a non-for-profit think-and-do-tank, we explore new ways to build public policies, inspired by action-research, design, ethnography and do-it-yourself.

Our members include 40 local governments and national administrations :

- Cities (Paris, Strasbourg, Mulhouse, Bordeaux, Grenoble, Lille...),
- Counties (Val d'Oise, Gironde...),
- Regional governments (Bourgogne FC, Grand Est, etc),
- National bodies (Ministry of sustainable developpement, National Employment Agency, etc)

LOOKING FOR A THEORY OF CHANGE IN LOCAL GOVERNMENTS





Co-creating innovation labs
within local governments

La Transfo #1 : 2011-2016

La Transfo #2 : 2016-2020

1. SETTING AN EXPERIMENTAL FRAMEWORK

An action-research program

7 pilot cities (Paris, Lille, Dunkerque, Strasbourg, Metz, Mulhouse, Occitanie)

18 months per city

Promoting trial-and-error methodologies

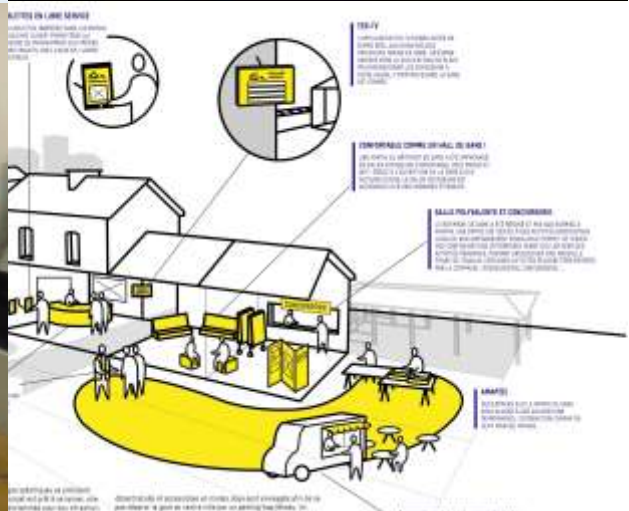
Partnership with I-Teams by Bloomberg Philanthropies



2. BUILDING A MULTI-DISCIPLINARY APPROACH

A team of 3 residents with design, sociology, user-research skills

Methods inspired by user-centred design, social sciences, participatory urbanism, do-it-yourself, etc.

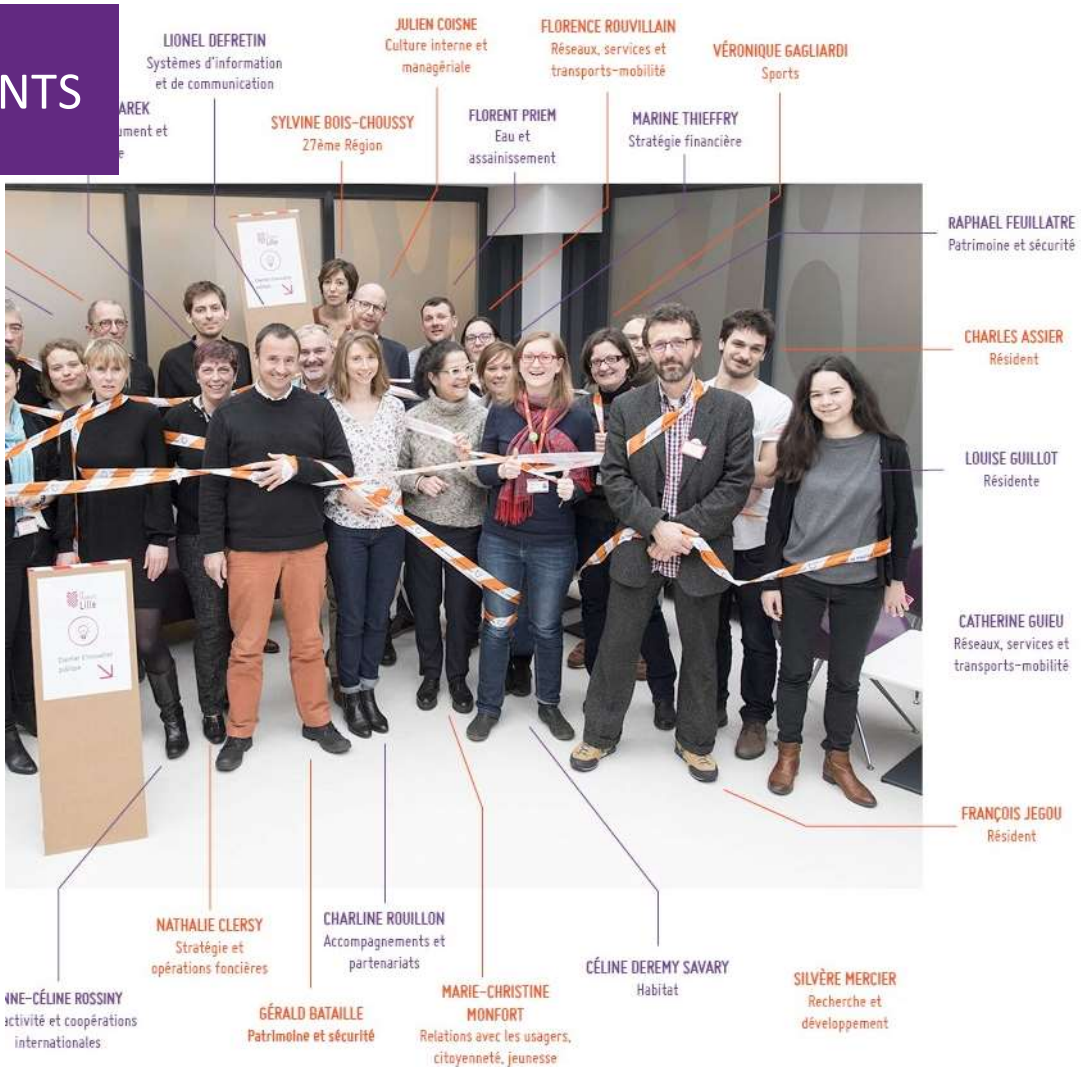


3. INVOLVE AND TRAIN CIVIL SERVANTS

20 « ambassadors » public servants selected for the program

Empowering the team with innovation capacities

Using their own expertise to the building of the future lab

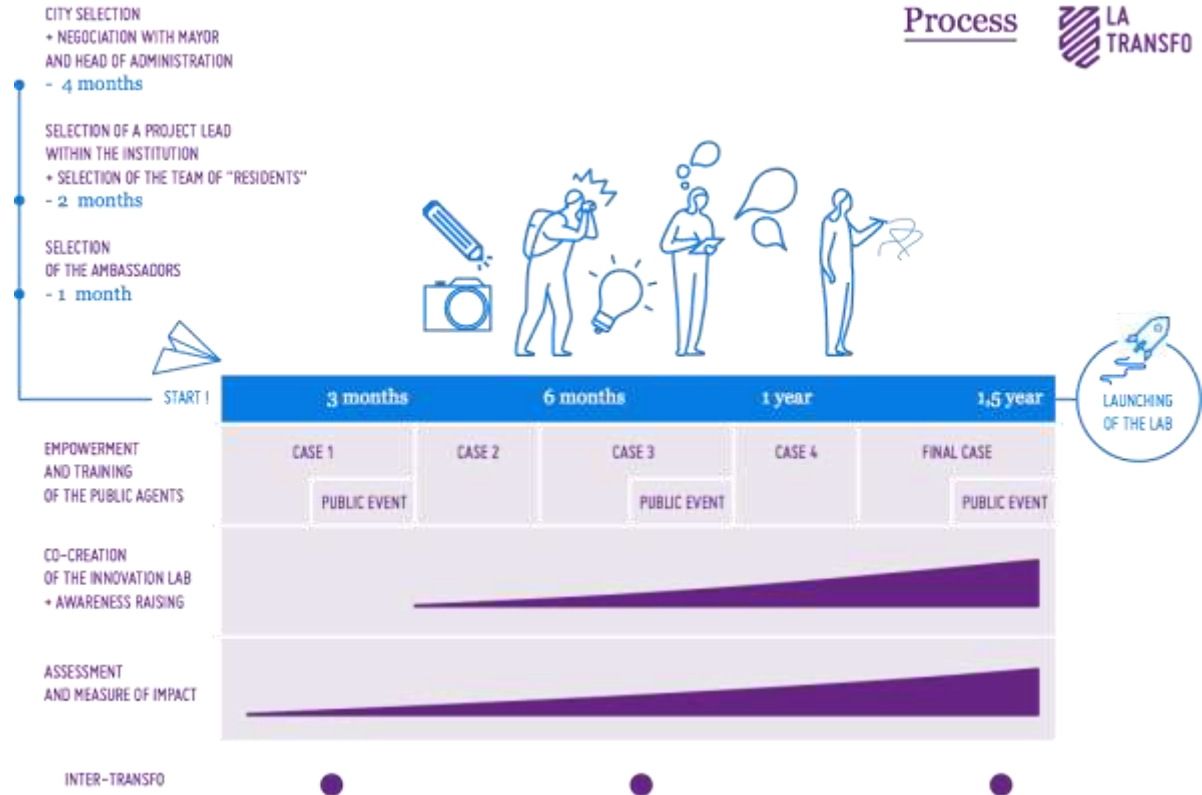


4. PACE PROGRAM ROLLOUT

« Acupuncture » training :
 3 days per month for each
 « ambassador » civil servant

Managing different kinds of
 sessions : working sessions,
 training sessions, team
 building, lab's co-design
 sessions...

Agility and adaptation



5. WORK ON CONCRETE CASES

3 to 4 cases for each pilot-city

Testing future tools and interventions sets of the lab

Make the proof of concept and create support

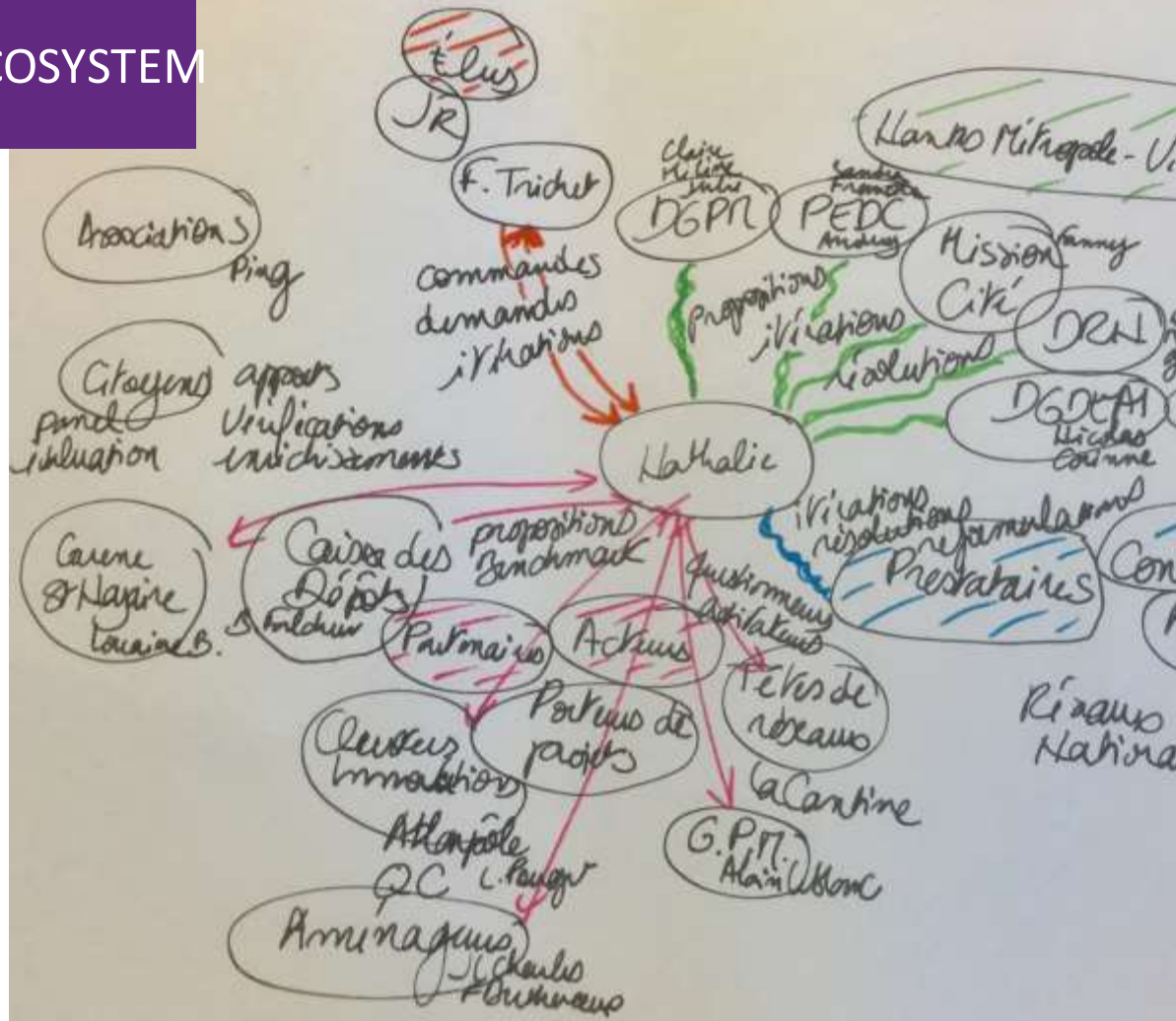


6. FIND SUPPORT FROM THE ECOSYSTEM

Building on internal and external innovation ecosystem

Building a more collective governance of innovation

Prepare for upscaling



7. ANTICIPATING FOR THE FUTURE LAB

Learning from the experience of the program to build the specificities of the lab

Build collectively the user-journey of the lab



Anna-Maria Levy

(Responsable Accueil, Accès au droit et RSA, N+)

Anne-Marie Ledeme

(Référénte socio-professionnel, Ambassadeur)

Welcome to the La Transfo Code Source website - this program is about testing and co-creating an innovation lab within a public administration.

AN EXPERIMENTAL FRAMEWORK

A MULTI-DISCIPLINARY APPROACH

apture d'écran

PACE PROGRAM ROLLOUT

INVOLVE AND TRAIN THE PUBLIC AGENTS

WORK ON THE BASIS OF CONCRETE CASES

FIND SUPPORT FROM THE

More resources and feed-back on :
www.transfocodesource.la27eregion.fr

ANTICIPATING FOR THE FUTURE LAB

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THANKS FOR YOUR ATTENTION !
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