

## Innovating public policy and services in Denmark



**MindLab is a cross-ministerial unit for citizen-centred innovation.** Our mission is to involve citizens and businesses in developing new solutions for society. MindLab was established in 2001 and is today part of the Ministry of Economic and Business Affairs, the Ministry of Taxation, and the Ministry of Employment. MindLab carries out government-wide projects in areas such as climate change, immigration and better regulation, and more specific tasks for the individual ministries on business services, employment services and policy and digital tax services.

**Five strategic goals.** MindLab creates value for the three ministries by contributing to:

1. **Innovation:** Increasing the impact of the ministries' new policies and services
2. **Efficiency:** Ensuring that new concepts hit the mark.
3. **Transformation** of the ministries' culture, to include end user needs to a higher extent, and to work much more actively across policy areas
4. **Knowledge development and dissemination:** Developing research-based methods and document experiences with user-centred tools in policy- and service design, to disseminate in public and private sectors
5. **Communicating results** and thereby signalling the ministries' work to include end-users in policy development to the public at large.

**Activities.** MindLab...

- facilitates 10-15 development projects annually with ministerial project teams
- carries out qualitative research activities based on anthropological approaches
- runs workshops and seminars to co-create with citizens and businesses
- tests new ideas in practice, in particular through service design strategies
- conducts academic research, documenting and sharing new methods.

**Organisation.** MindLab's staff consists of 12-14 people, including sociologists, it specialists, anthropologists, designers, and political scientists. Three staff are stationed on rotation from government, and three PhD students are employed in close collaboration with leading academic institutions. MindLab is governed by a Board consisting of the permanent secretaries of the three participating ministries and four external representatives from business and academia.

Read more at [www.mind-lab.dk/en](http://www.mind-lab.dk/en) or visit our blog at [www.mindblog.dk/en](http://www.mindblog.dk/en)