



## EXPLORING PUBLIC SECTOR INNOVATION: A PRACTICAL INTRODUCTION

Thursday 10 December 2009

The National Government has challenged the New Zealand public sector not just to cut costs and to make efficiency gains, but to change the game – working with citizens to develop new services which can meet increasing public expectations within existing budgets. Innovation is at the heart of this re-imagining of how things can be done.

Internationally, Denmark stands out as a leader in public sector innovation. One of its key vehicles is MindLab, an inter-Governmental unit for citizen-centred innovation. Owned by the Danish Ministries of Economic and Business Affairs, Taxation and Employment, MindLab facilitates innovation processes, including qualitative data collection and field work, design workshops, concept development, prototyping and evaluation. MindLab shares its learnings in workshops and seminars across the public sector in Denmark, the UK and throughout Europe.

**The New Zealand Centre for Social Innovation is delighted to offer you the opportunity to attend a half-day workshop with MindLab's Director, Christian Bason, on Thursday 10 December.**

This is a stand-out opportunity to:

- Learn and practice new innovation techniques, working on real cases proposed by participants beforehand. Take-away materials will be provided.
- Connect with other managers leading for and practicing innovation, both within agencies and across the public sector. Profiles of workshop attendees will be collated and provided.
- Build international linkages and knowledge.

**Date:** Thursday 10 December 2009  
**Time:** 8:45 for 9am, concluding at 1pm (morning tea and lunch included)  
**Location:** Duxton Chambers, Duxton Hotel, 175 Wakefield Street, Wellington Central  
**Cost:** \$310 incl GST per person

Please contact Samara Strachan (samara.strachan@nzcsi.org) for further information.

Event sponsors



We are also grateful for the support of the Ministry of Social Development.



**MIND  
LAB**

Christian Bason  
Director, MindLab (Denmark)

Christian Bason is an expert on strategy and innovation within public administrations. He has a background in international management consulting, and is the author of numerous columns and articles, as well as the books "*Designing Welfare*" (Policy Press, forthcoming 2010), "*Put the Citizen into Play – How to Involve Citizens and Businesses in Public Sector Innovation*" (Gyldendal Business, 2009) and "*Innovating Welfare – Leading Fresh Thinking in the Public Sector*" (Borsens Forlag 2007).

[www.mind-lab.dk/en](http://www.mind-lab.dk/en)

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