



PRIME MINISTER'S OFFICE
FINLAND



Experimental Finland - The story so far

20th of September 2017



On the Menu This Afternoon



- **Experimental Finland** – the model
- **Experimentation** conceptualized
- Our experiences so far – **making it happen**
- Back to the **big picture**



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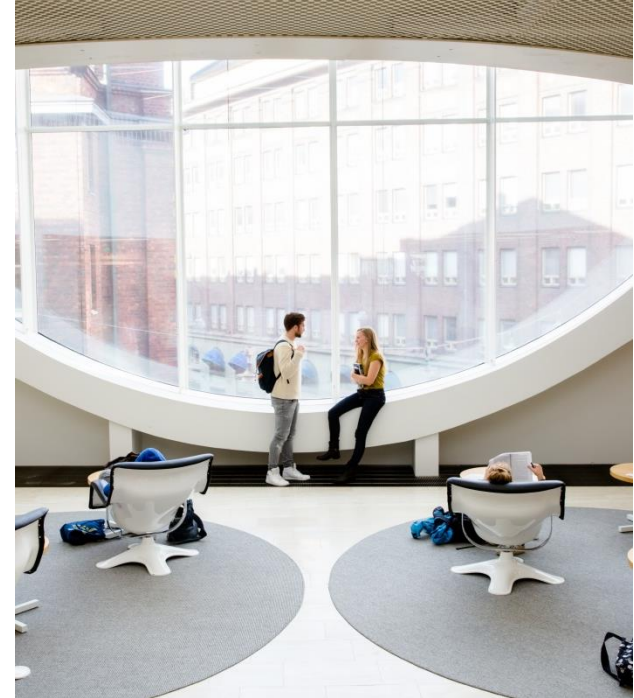
Experimental Finland – The Model



Finland, a Country with Well-Established Planning Culture

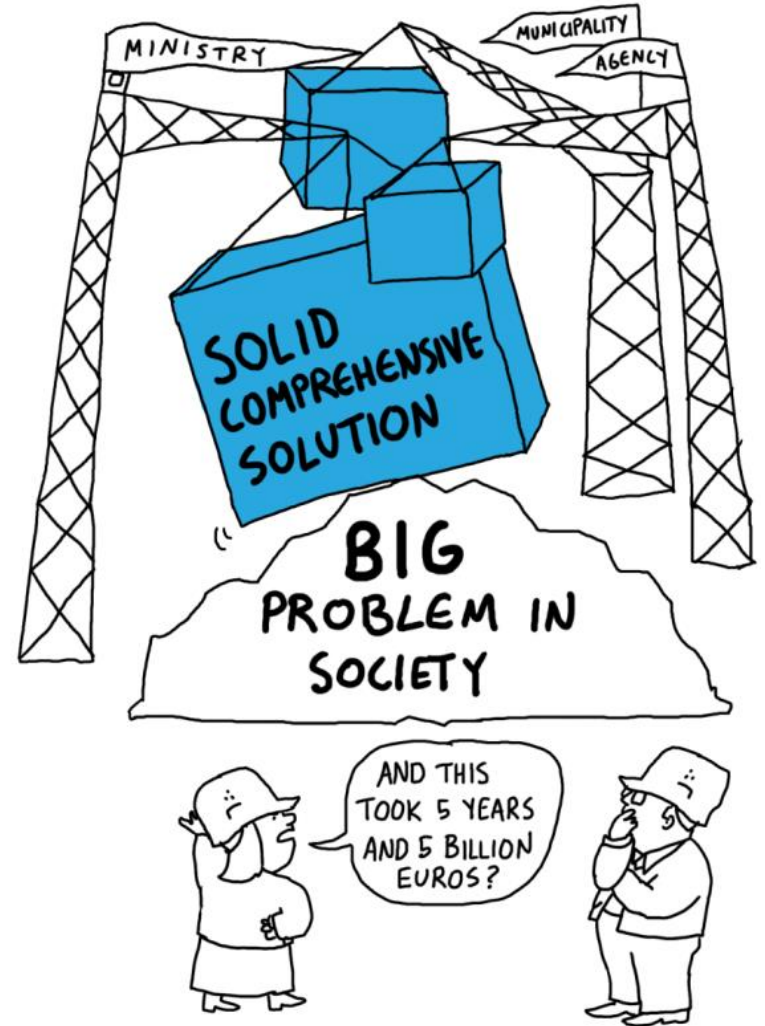


- Finland has taken pride in **high-quality engineering, meticulous planning and regulation**
- The country has become a well-organized and affluent welfare state that **ranks highly in many innovation and happiness** indexes



Beyond Planning Culture

- **Fatigue of** programs, strategies and major (ill-fitting) policy reforms among officials and across political party lines
- Strive for **de-regulation** and **step-taking** + more **evidence-informed action**



Government Programme: Goals



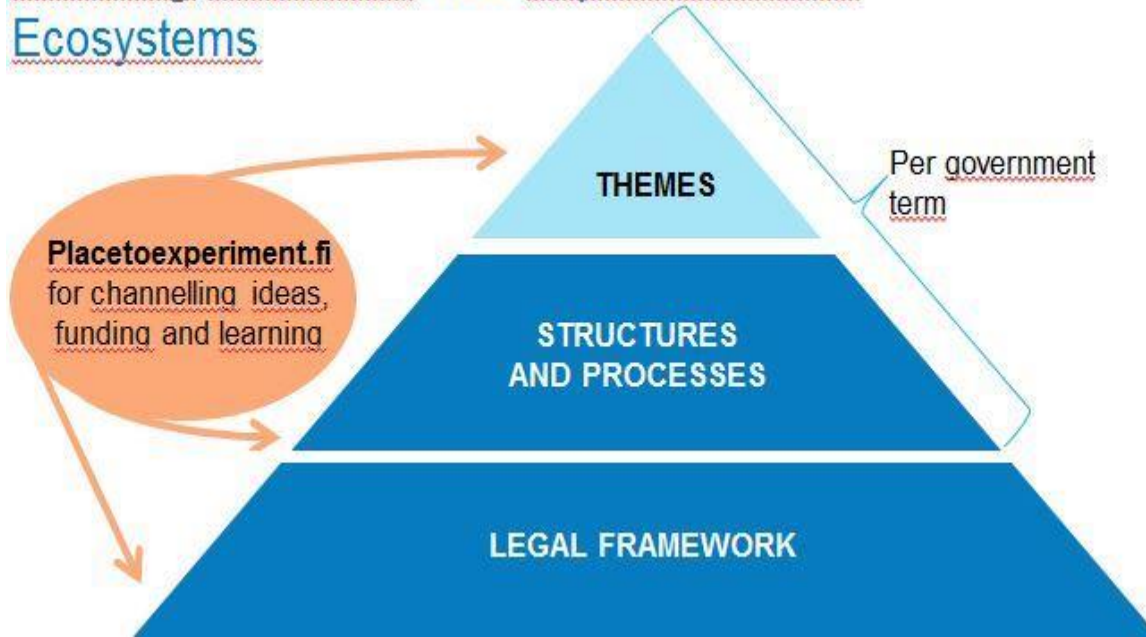
1. **Innovative solutions** and improvements in services
2. The promotion of **individual initiative** and entrepreneurship
3. Strengthening of **regional and local** decision-making and cooperation & making use of **citizen-driven operating practices**
4. **Improving foresight capacity**



Targets Set by Government 04/2017



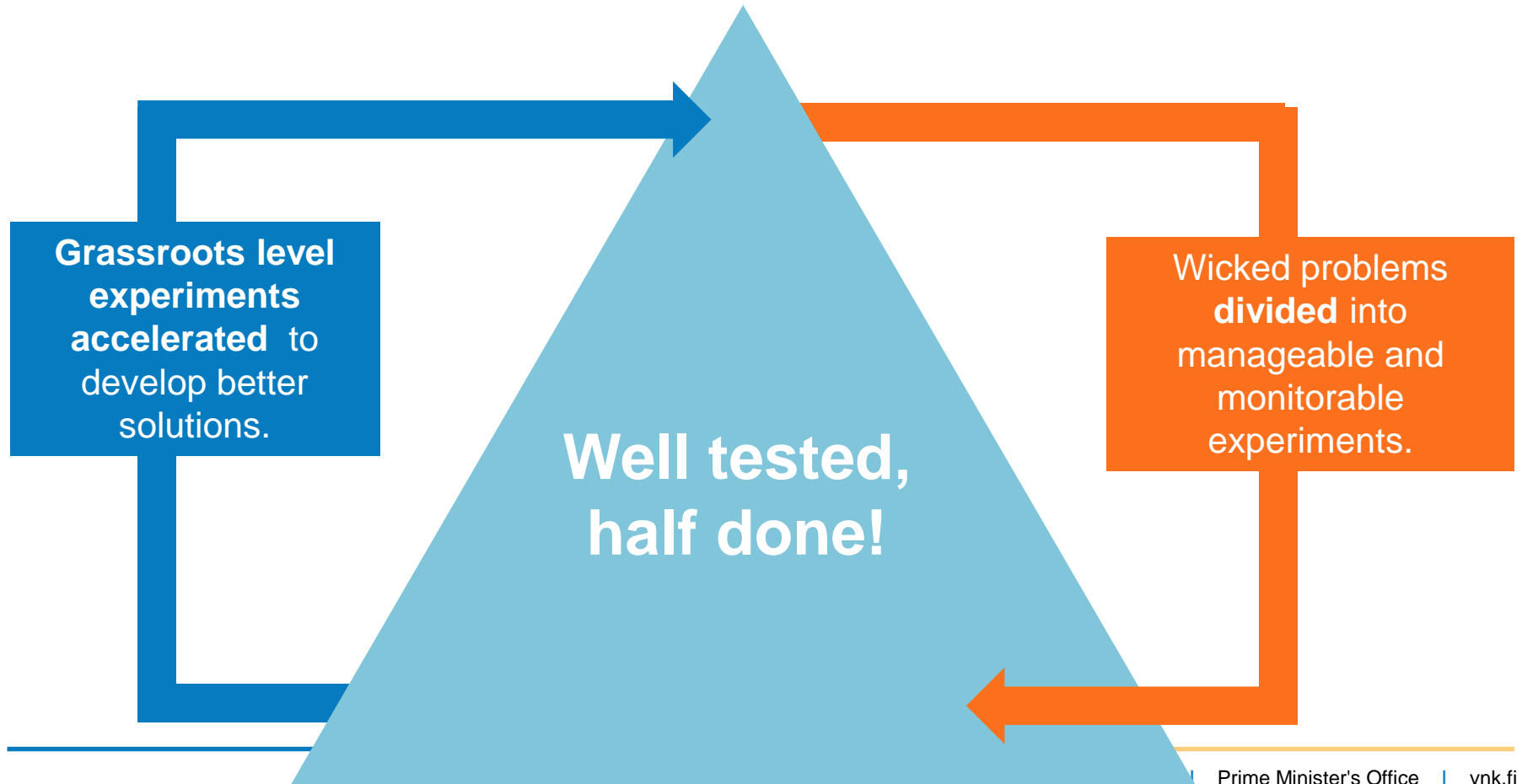
Enabling Innovation and Experimentation Ecosystems



Finland best by 2020

- Assessment of legal framework
 - SoS Jari Partanen, "demolition of norms"
- Themes: circular economy, AI, employment
- Experimental Finland
 - Place to Experiment -platform
 - Rapid Action Network
 - 10 RCT/BI experiments

Experimental Culture: Top-Down & Bottom-Up



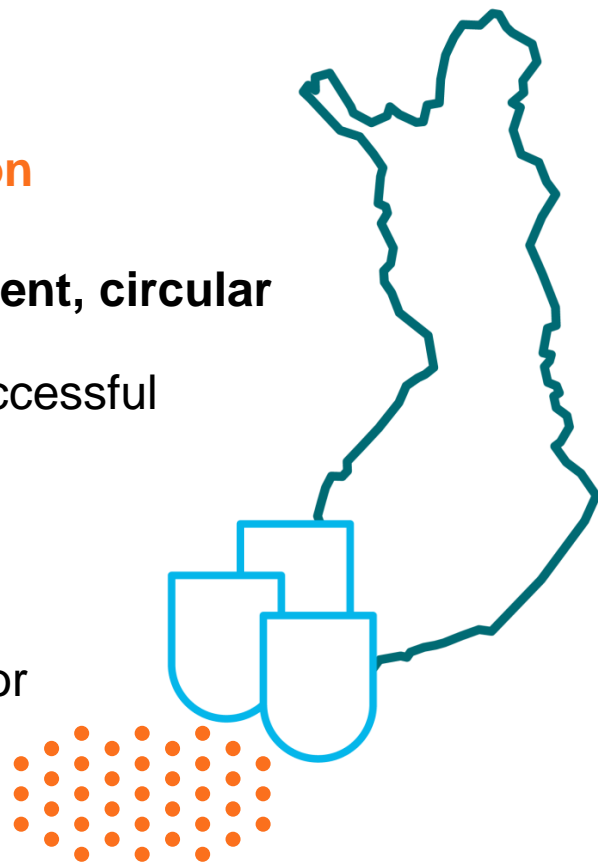
Experimental Culture into Use

NATIONAL OBJECTIVES

- **Finland the best innovation and experimentation ecosystem by 2020**
 - Key themes: **artificial intelligence, employment, circular economy**
 - **Support for planning and implementing** successful experiments
 - **Removal of obstacles**

LOCAL AND REGIONAL OBJECTIVES

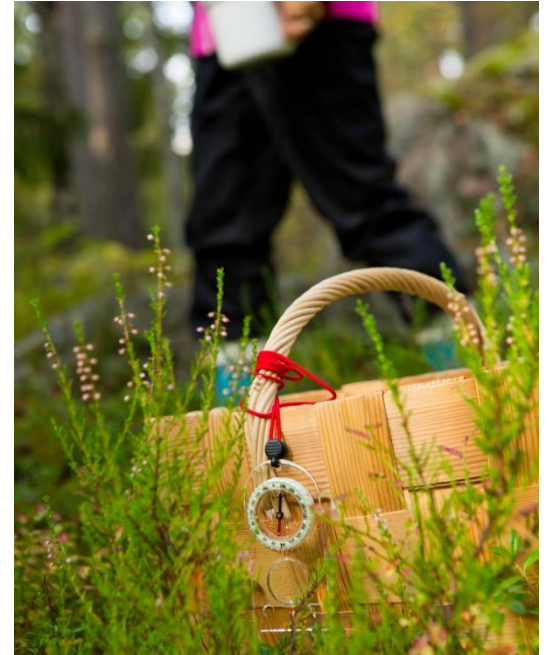
- **New local and regional solutions** with potential for scaling up
- **Citizens and communities involved** in experiments





The Finnish Model

- The promotion of experimentation a political goal in its own right
 - "A culture of experimentation will be introduced"
- Combines **start-up culture** (agility) with **policy trial** tradition (evidence-informed policy)
 - Comprehensive – but also contradictory





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Experimentation Conceptualized

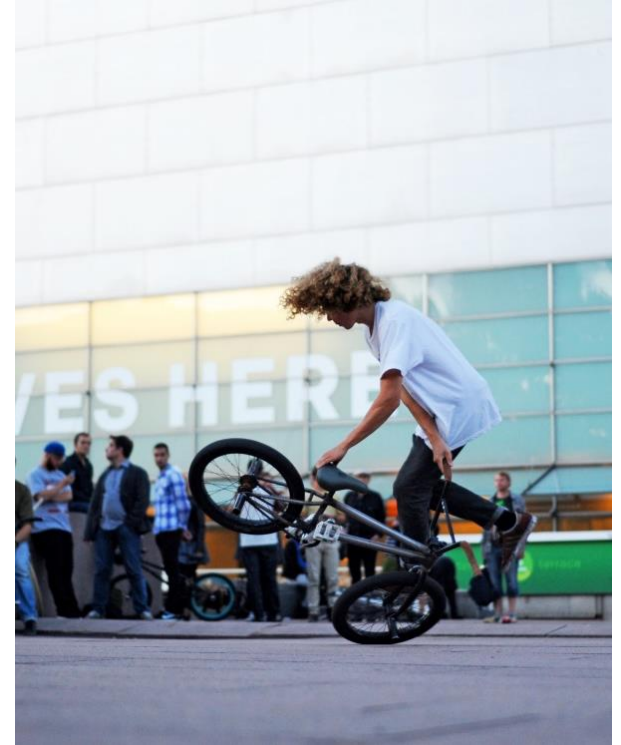




Experimentation Defined

A way to gain **knowledge about the usefulness and impacts of changes** prior to their **wider implementation.**

(Design for Government, 2015)





About the Definition of Experiments

- **No clear-cut** difference between "ordinary"/"traditional" R&D work and experimental R&D
- Important characteristics of **experimentation**
 - **Concrete** action
 - **Goal-oriented** but **restricted**
 - Uncertainty: Learning. **Possibility for failure!**



Different Experimental Settings (Nesta, 2015)



Rapid experiments

Design experiments

Research experiments



Explorative experiments, searching **quick solutions** to a given challenge step-by-step.

Experiments building on an **initial research/ co-creation phase**. Suitable for e.g. service design.

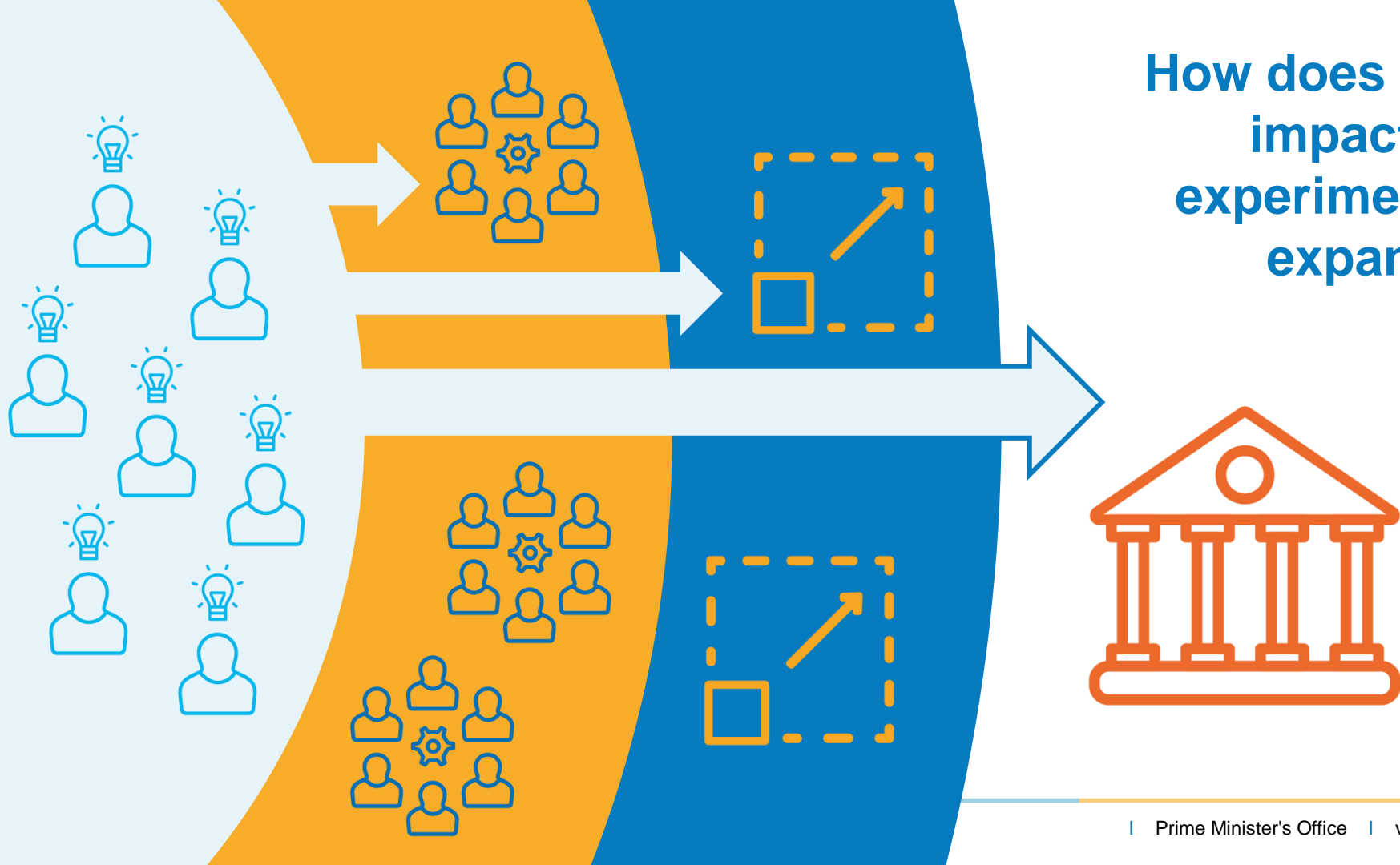
Experiments optimizing the **quality of information** gained from experimenting. Meticulous design of the experimental setting a precondition



Randomized controlled trial = RCT

- Randomized controlled trial
 - People can know being in a test
 - Can be in a controlled setting (in a lab)
- Natural field experiment
 - Using the natural environment of the phenomenon
 - People usually don't know being tested

How does the
impact of
experiments
expand?



What is an EXPERIMENTAL CULTURE about?

OOH!

- INTREPIDNESS & OPEN-
MINDNESS

- INTERACTION

- TRUST

- LEARNING

- COURAGE

are
CON-
VERTED

EXPERIMENTS

into scalable
SOLUTIONS
that change structures

GRASS-
ROOTS-
level

WELL

tested

IS

HALF
DONE !!

LARGE &
complex
QUESTIONS
are broken
down into
smaller ones that
can be tested.

INFOR-
MATION,
CHANGE,
IMPACT!

SUCCESSFUL
Experiment!

FAILING &
THE PATH OF
LEARNING

#DayforFailure (October 13th)

#herozerohero





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Our Experiences So Far - Making It Happen



The Practical Work of our Team



- 1) Gathering, producing and spreading **knowledge**
- 2) **Networking**
- 3) Creating **supportive structures** and **breaking down obstacles**
- 4) Supporting the implementation of **strategic experiments**





Government's Strategic Experiments

- Basic income
 - Inclusive social security
- Service voucher
- Regional trials in employment and business services
- Digital municipality
- Language trials



Basic Income Experiment

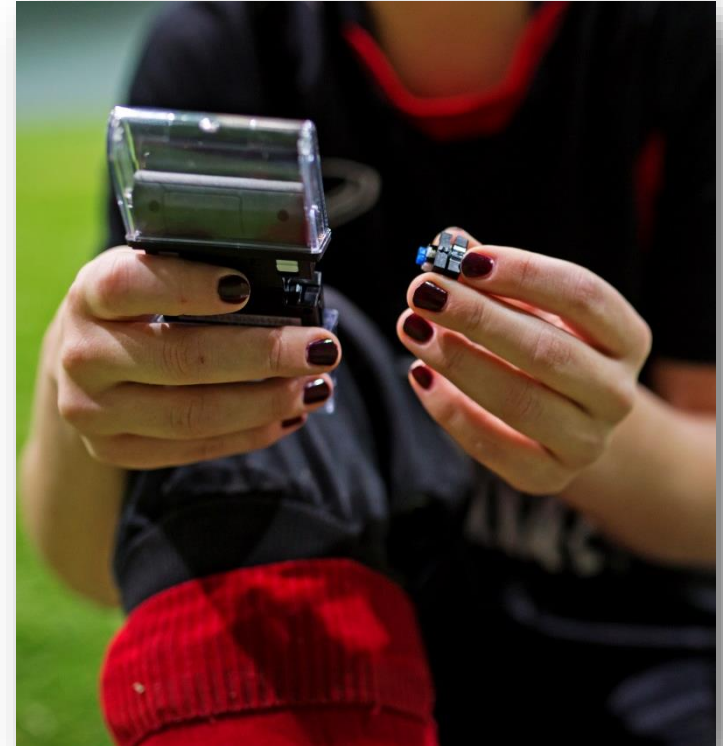
- **Goal:** To obtain information on the effects of basic income on the **employment of persons** participating in the experiment, and to survey other impacts of basic income.
- **Level of basic income:** **560 €/month**, tax free benefit.
- **Target group:** Persons between 25 and 58 years of age living in Finland who (in November 2016) receive **basic daily allowance or labour market support** under the Unemployment Security Act.
- **Implemented in 2017–2018 as randomized controlled trial (RCT)**





Digital Municipality

- **Goal:** Innovative tech solutions that create monetary savings for municipalities
- **2016-2017**, seeking to carry on until 2019
- Difficult to create impact, despite having funding for experiments
 - Municipalities not coming up with enough innovative ideas
 - Cultural issues in the background?



Experiments for Regional Change



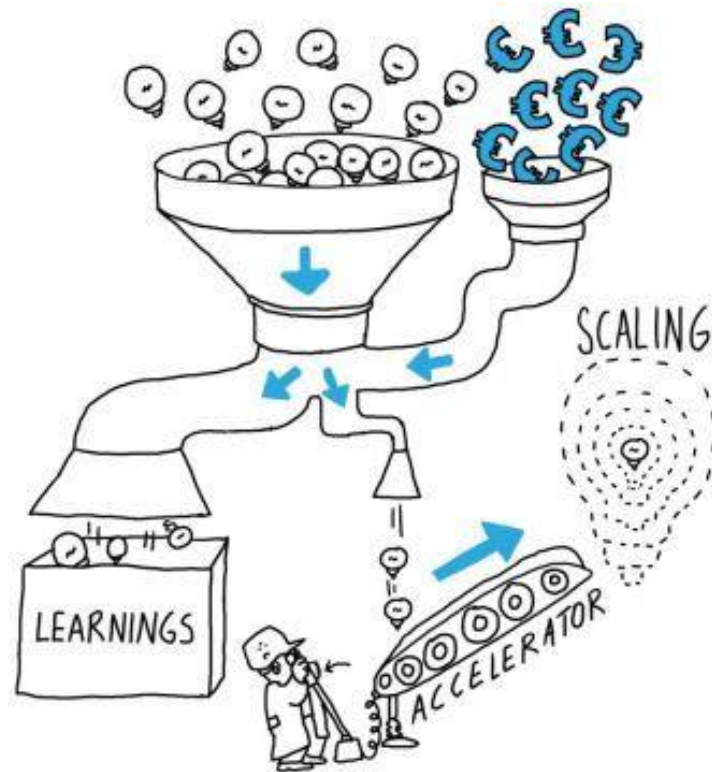
- **Goal:** Prepare for shift of responsibility from municipalities to regional level
- Implemented in **2015-2016**
 - Are used as input in process that is still ongoing
- 51 evaluation criteria 4 x year
 - A heavy process
 - A lighter self-assessment much more efficient
- Was **first large scale co-operation within public sector** in experimentation
 - Evaluation criteria made in co-operation → municipalities and the Ministry of Finance
 - unbiased external evaluator facilitated the process
 - Communication SO important → promotes cultural change



Placetoexperiment.fi



- Fixing structural problems of the experimentation ecosystem
 - **FUNDING** small experiments
 - Enabling **crowdsourcing** of resources
 - Enable **sharing** of **LESSONS** learned
 - Enable **accelerating** good solutions, copying and **SCALING UP** of what works





**Tervetuloa
Kokeilemaan**

Mitä haluat tehdä?

- IDEOIDA TAI HAASTAA
- ALOITTA A KOKEILUN
- HAKEA RAHOITUSTA
- SEURATA KOKEILUA
- OPPIA KOKEILUISTA

Experiments are being developed in phases:

- Challenges
- Ideas
- Proposals for exp.
- Funding
 - Crowdfunding
 - Govt funding..
- Experimenting
- Lessons learned

Kokeilun kaari

• Minkä
ongelman
haluaisit
ratkaista?

• Kerro idea
joka ratkaisisi
ongelman

• Kerro miten
voit testata,
toimisiko
ratkaisusi

Päästäksesi
rahoitus-
vaiheeseen tee
ensin ehdotus

Päästäksesi
toteutus-
vaiheeseen tee
ensin ehdotus

• Talleta
kokeilusi
Kokeilun
paikan
oppeihin

RATKAISTAVA
HAASTE

RATKAISUN
IDEA

EHDOTUS
KOKEILUKSI

Kokeilun
RAHOITUS

Toteutettava
KOKEILU

KOKEILUN
OPIT

Building a Community for Co-creation



KOKEILUN
PAIKKA.FI BETA

Tutustu
palveluun

Selaa
kokeiluja

Aloita
kokeilu

Selaa
käyttäjiä

Kirjaudu

Rekisteröidy

tiet

Rami Ratvio

KULTTUURIMAANTIET
YLIOPISTONLEHTORI,
HELSINGIN...



Kiinnostukset

Ulla Broms

DIGILOIKKAAVAT
VANHUKSET
AVAAVAT
DIGITAALISIA...



Kiinnostukset

Helsingin yliopisto

HELSINGIN
YLIOPISTO ON
SUOMEN
VANHIN JA
SUURIN...



Kiinnostukset

Kaisa

TIEDEASIAANTUNTIJA
JA
TIIETOOPERUSTEISEN...



Kiinnostukset

ammattikorkeakoulu korkeakoulu
politiikka työ valtio yliopisto alustatalous
Kokeilut osaaminen palvelumuotoilu

KOKEILUN
PAIKKA.FI BETA

Tutustu
palveluun

Selaa
kokeiluja

Aloita
kokeilu

Selaa
käyttäjiä

Kirjaudu

Suvi Kangas

KEHITTÄMISASIAANTUN
KEHA-
KESKUKSESTA
ELLI...



Kiinnostukset

Mila Kosonen

TOHTORIVERKOSTON
YHTYISÖLUOTSII,
JOTA
INNOSTAA...



Kiinnostukset

Kaisa Lähteenmäki-Smith

Tiedesiasiantuntija ja tietoperusteisen päätöksenteon ja mahdollistavan hallinnon
ystävä VNK:ssä.



Kiinnostukset

ammattikorkeakoulu korkeakoulu politiikka työ valtio yliopisto alustatalous Kokeilut
osaaminen palvelumuotoilu Vapaaehtoisuudesta

Osaamisalueet



Community is born from its members:

- Interests
- Contact information
 - Social media
 - Web sites etc.
- Skills
- How do we keep in touch with each other on digital platform?



Algorithm (AI) in work:

- Gathering information outside Kokeilun paikka
- Four sites being data-mined
- More on the way..

EHDOTUS
KONTIOLAHTI HUB

TEAM

Niina Rintala

Osallistu
❤️ 3 KOMMENTOI

Jaa
f t in e

SELAA KOKEILUN EDELLISIÄ VAIHEITA

- KATSO VAIHE HAASTE
- KATSO VAIHE IDEA

AVAINSANAT

SAMANKALTAISIA KOKEILUJA:

- Sinnikkyyden auttoi saamaan lumiveistokset



Kontiolahti Hub

Kontiolahden kunta halusi lisätä kuntalaisten osallisuutta. Tätä varten perustimme Kontiolahti Hubin eli yhteisöllisen tilan, jossa kaikki kuntalaiset, Kontiolahden yhdistykset, yritykset ja mökkiläiset voivat käydä kertomassa Kontiolahteen liittyvät unelmansa. Tämä on mahdollista Vaikuttamisviikolla 15.–19.5. Vaikuttamisviikon avasi 15.5. kunta- ja uudistusministeri Anu Vehviläinen.

Kontiolahden kunta

MITEN TESTAAN IDEAAISI? MITÄ KÄYTÄNNÖSSÄ KOKEILLAAN?

Kokeilemme, kuinka Kontiolahden kunnassa voisi lisätä kuntalaisten osallisuutta ja vaikuttamismahdollisuuksia.

MIKÄ ON KOKEILUN TAVOITE?

Saatuja vastauksia hyödynnetään kunnan uuden strategian luomisessa. Tavoitteena on aktivoida kuntalaisia vaikuttamaan.

KUKA KOKEILUN TOTEUTTAA?

Kontiolahti Hub on saatu kasaan kahdessa viikossa idean syntymisestä. Kokeilua on toteuttamassa kunnan henkilökuntaa.

SAMANKALTAISIA KOKEILUJA:

- Sinnikkyyden auttoi saamaan lumiveistokset
- Kunnan kokeilu- ja digitalisaatiojohtaminen
- Naapurustohoitosysteemi kuntiin Nappi Naapuri -palvelun avulla
- Uusi työ kuntaosuudella
- Matalan kynnyksen chat-palvelut

LISÄÄ AIHEESTA MUUALLA:

- Työ N Rikastamö & Rakastamö
- Maahanmuuttajakuntalaisten kokemuksiin kunnan palveluista
- Tekojen viikoilta hienoja kehittämistarinoita - viisi palkittiin
- Kuntalaiset mukana Kajaanin asiakaslähtöisten lähipalvelujen suunnittelussa
- Kuntalon ajankohtaiset tapahtumat ja tilaisuuudet 2017

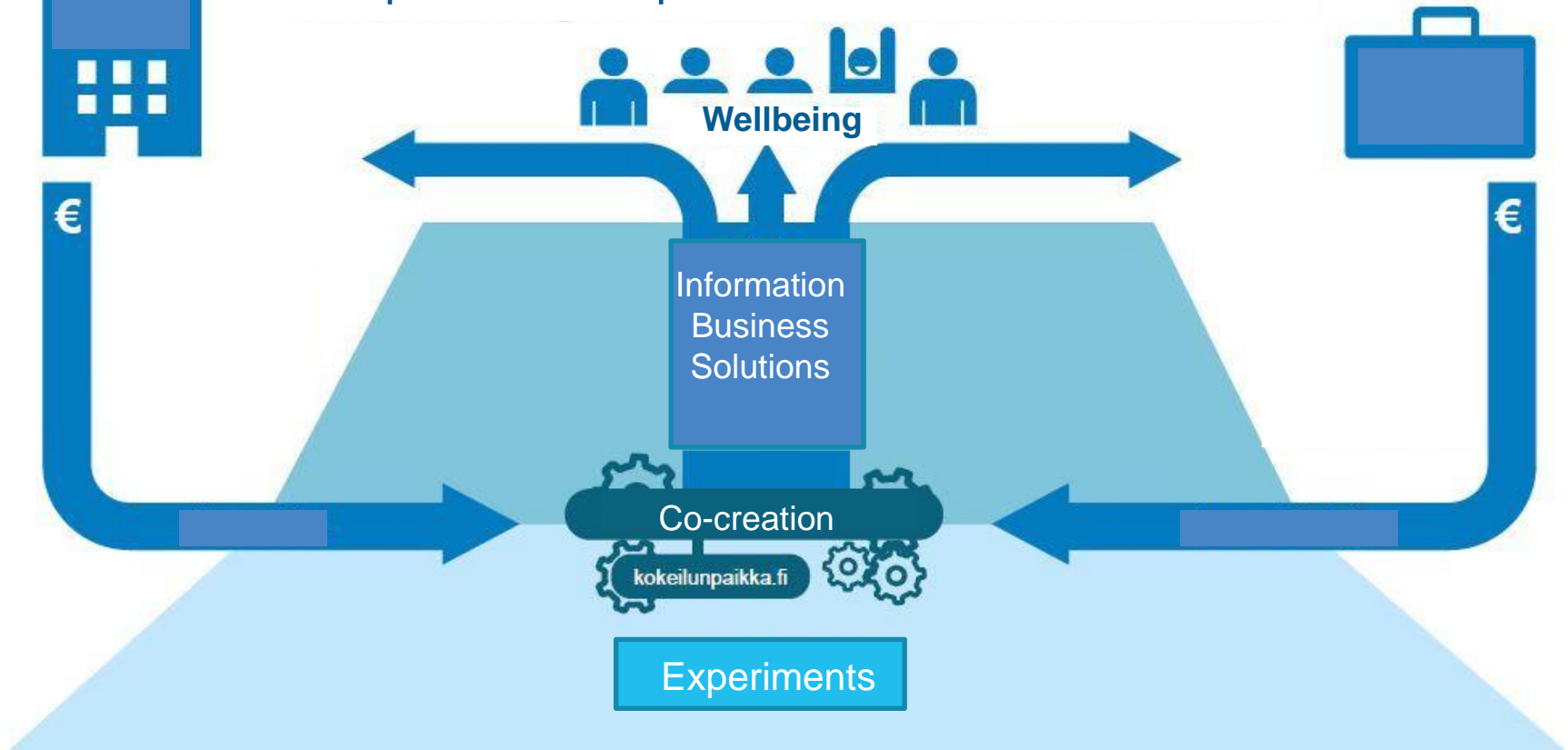
Call for Small Experiments 05-08/2017



- 500-5000€/experiment
 - 100 000€ altogether for small experiments
 - **Circular Economy**
 - Food, Living or Transport
 - Target implementation period 10-12/2017
 - Anyone could apply -> ~80 applications
- Decisions will be made in September
- Kick-off for acceleration 3rd October 2017



Impact from Experiments and Investments





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Back to the Big Picture



Back to Fundamentals



- Experimental culture not just a matter of having tools, but of **changing mindsets**
 - Solve **wicked problems** in **unsure context**
- **What kind of development methods suit humans** as individuals, organizations and nations?
 - What is **effective** and efficient?
 - What is **democratic** and legitimate?
 - What creates **sustainable** outcomes in the long run?

The Promises of Experimentation



- **Effective** and efficient: **Agile action taken in small steps**. Course corrected on the basis of learnings.
- **Democratic** and legitimate: participation to experiments enables **experiencing with all senses**
 - Incorporating **multiple viewpoints** in the discussion
 - Counteracting **fears and prejudices**
- **Sustainable**: possibility **to act but also to notice risks**

Some Critical Questions



- **Learning** from experiments
 - Measuring results + scaling up best practices
 - **Experiments → Impact Investing**
- **Longevity** → Legitimising existence vs. having mandate/space to do
- **Politics** of experimentation
 - Shifting topics to and from the political agenda





Making it happen – together!



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