PROJECT NOTIFICATION

Reference No.: 323

Date of Issue	13 March 2024
Project Code	24-CP-25-GE-TRC-B
Title	Training Course on Design Thinking to Improve Public Service Delivery
Timing	15 July 2024–19 July 2024
Hosting Country(ies)	Indonesia
Venue City(ies)	Bali
Modality	Face-to-face
Implementing Organization(s)	Ministry of Manpower of the Republic of Indonesia
Participating Country(ies)	Cambodia, ROC, India, Indonesia, ROK, Malaysia, Philippines, Singapore, Thailand, and Vietnam
Overseas Participants	18
Local Participants	7
Closing Date	15 May 2024
Remarks	Not Applicable

Objectives	Train participants in the use of design thinking tools for applications in public-sector organizations to transform service delivery by engaging citizens, enhancing operations, enhancing collaboration and co-creation among stakeholders, innovative problem solving and improving the effectiveness and efficiency of public services across a broad spectrum of public management challenges.
Rationale	Managing a quality workforce through human development is an important element of productivity enhancement in APO projects. The design thinking approach is applicable to the public sector since applying this concept will contribute to enhancing the quality of services offered to citizens. This is in line with continued efforts by APO to enhance the productivity in public sector among the members.
Background	Design thinking is a human-centered approach to innovation that puts people's needs at the forefront of the innovation process. When applied in the public sector, the use of design thinking can transform the ways that public-sector organizations engage with citizens, enhance operations, and innovate across a broad spectrum of public management challenges, with the aim of achieving more efficient, effective performance in delivering services. In 2023, a Harvard Business Review report stated that the design thinking concept was more important than ever to meet the various individual needs today, and highlighted an example of creating a "hybrid work experience" combining remote and in-person working systems built on empathy, ideation and iteration, implementation, and refinement as a design cycle.

Such design cycle tools can be applicable to public services. This course will train participants in the concepts and applications of design thinking tools to transform and enhance public services. |
Topics	What is design thinking?; Applying design thinking in public services; Core elements of design thinking; and Introducing design thinking in the public sector.
Outcome	Participants understand the design thinking concept, its applications in the public sector, and methods to improve the quality of the workforce; and best practices and design thinking lessons will be learned from case studies in APO members.
Qualifications	Policymakers, government officials, and representatives of local government units and enterprises providing direct public services to citizens.

Please refer to the implementation procedures circulated with this document for further details.

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Secretary-General