



CITY OF CAPE TOWN  
ISIXEKO SASEKAPA  
STAD KAAPSTAD

# The Role of Design Led Thinking within the Public Sector

Richard Perez

City of Cape Town: World Design Capital 2014

Making progress possible. **Together.**

## **Connectivity and Convergence**

**Urbanisation:** Mega Cities (5m), Mega Regions (10m)

**Social Trends:** Geo Socialization, Generation Y and Reverse Brain Drain

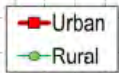
**Innovating to Zero:** Zero Emission/ Zero fat/ Zero Waste/ ...

**New business models**

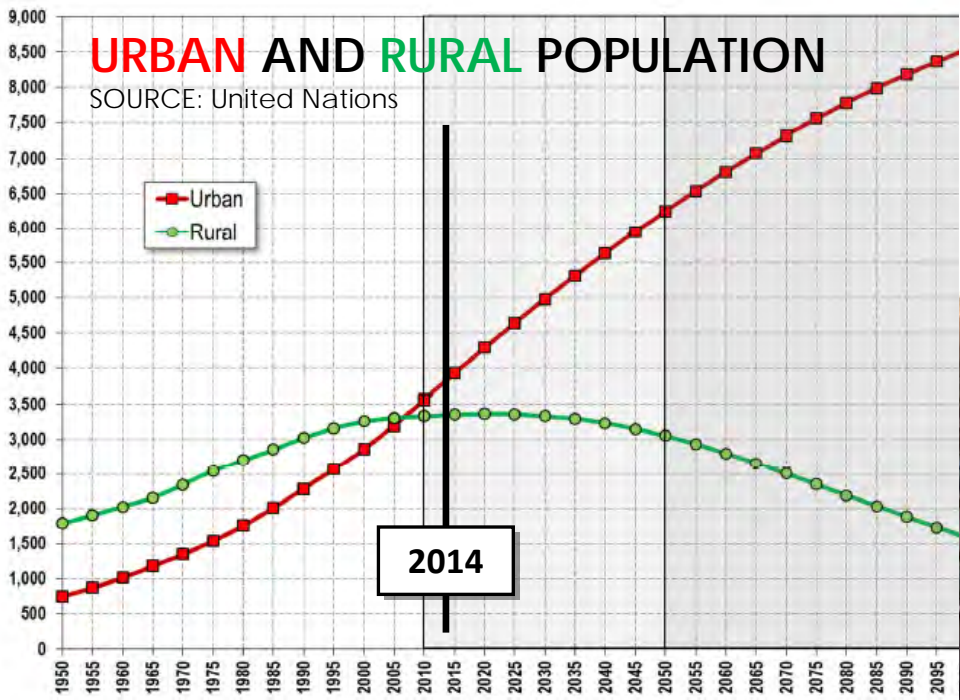
Top MEGA trends. Frost and Sullivan (2014)

# URBAN AND RURAL POPULATION

SOURCE: United Nations



2014



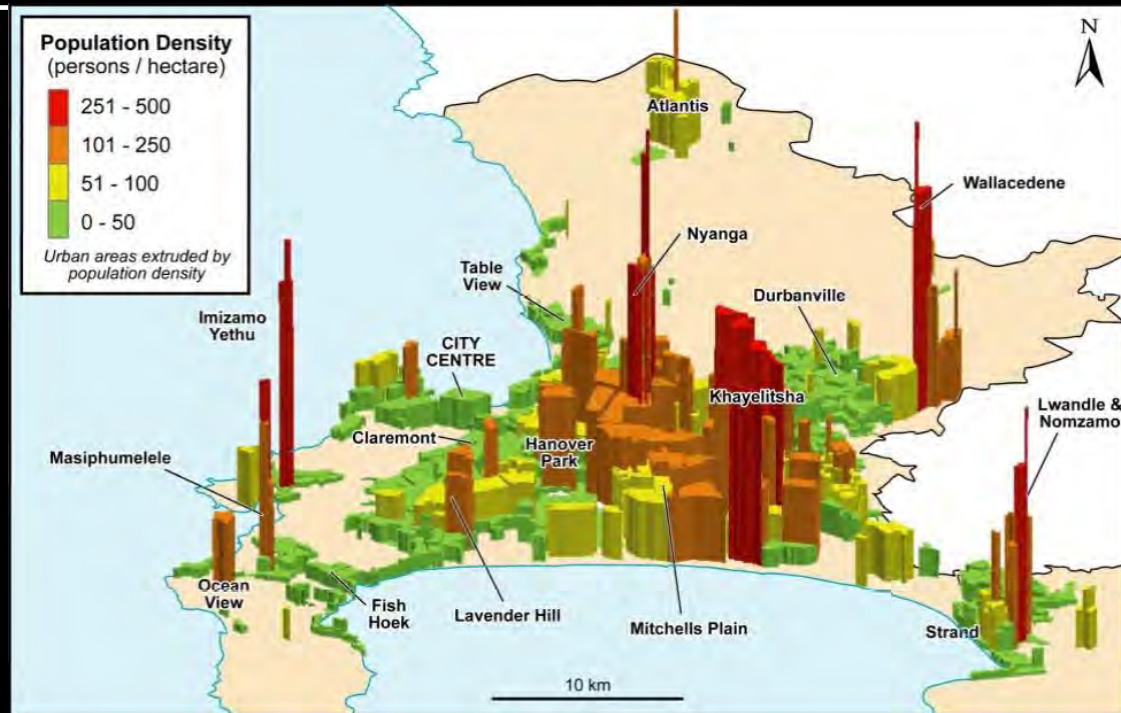
# Cape Town (South Africa)

Population of 3.7 million

3% growth rate

73% formal housing

27% informal housing





**LIVE DESIGN.**  
**TRANSFORM**  
**LIFE.**

why?

*design*

~~complicated~~

social systems

ambiguous

uncertainty

**complex**

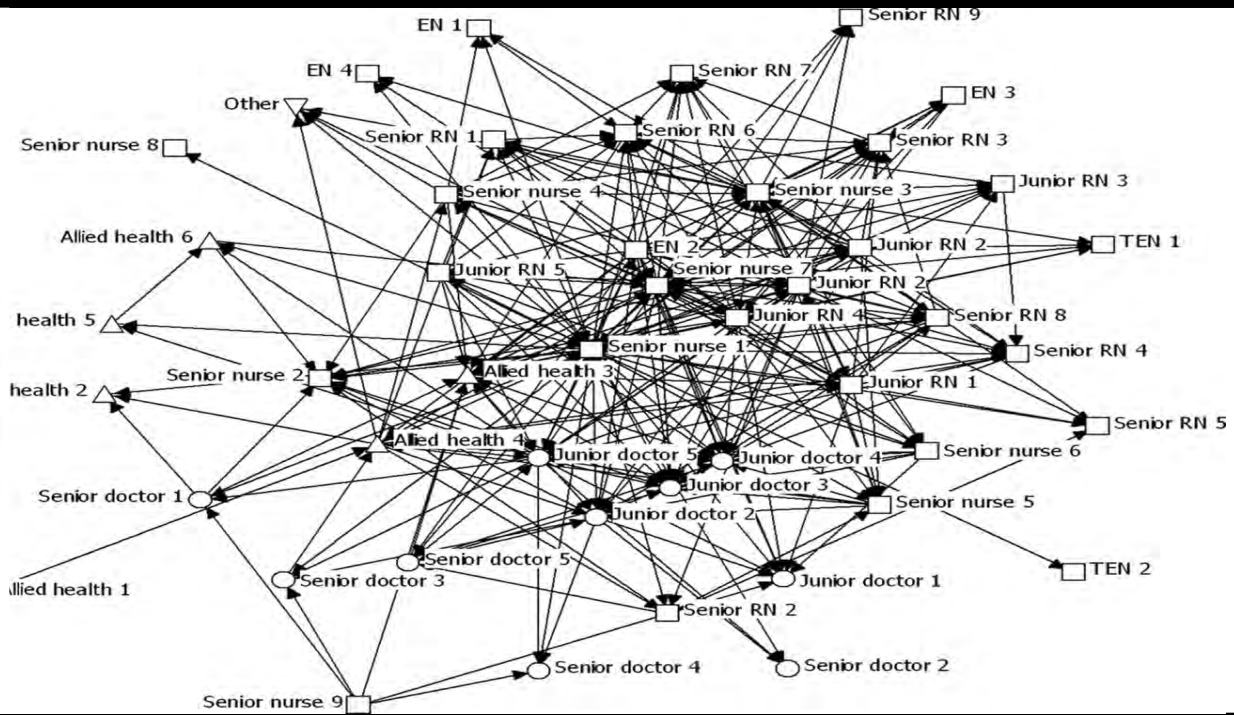
dynamic

interdependencies

information overload

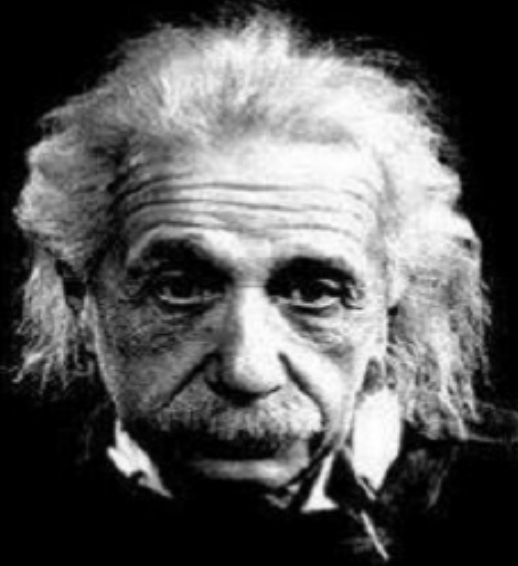
PROBLEMS  
WICKED





“WE CANNOT  
SOLVE OUR  
PROBLEMS  
WITH THE SAME  
THINKING WE  
USED WHEN WE  
CREATED THEM”

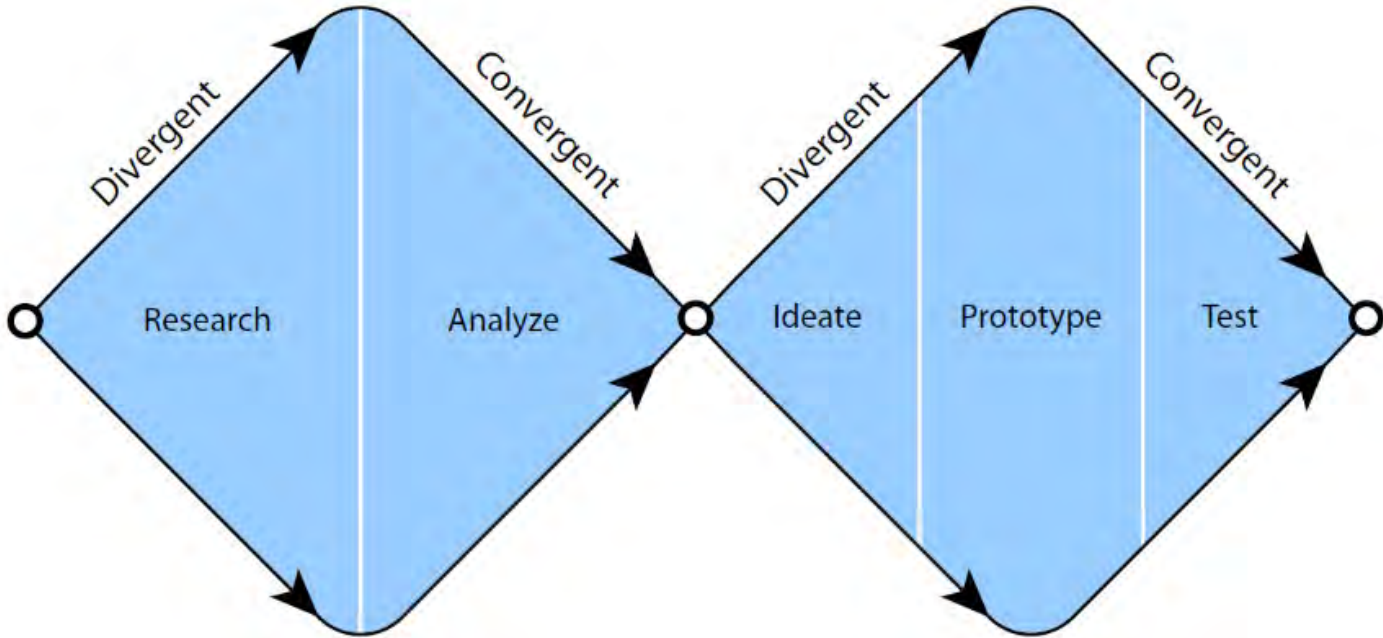
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DESIGN!

A row of seven wooden type blocks, each containing a metal character, spelling out the word 'DESIGN!' in a serif font. The blocks are arranged horizontally on a textured, orange-brown surface. The characters are: a large 'D', a smaller 'E', a smaller 'S', a lowercase 'i' with a dot, a lowercase 'g', a lowercase 'n', and an exclamation point. The metal characters are silver and show signs of use. The wooden blocks are dark and have a grainy texture.





## *Creative Thinking Practices*

- Emergence
- Idea generation
- Advancement of ideas through prototyping and testing



## *Collaboration Practices*

- Engagement
- Co - creation
- Multiple perspectives

## *User Centred Practices*

- Empathy
- Research and observation
- Stakeholders need and values

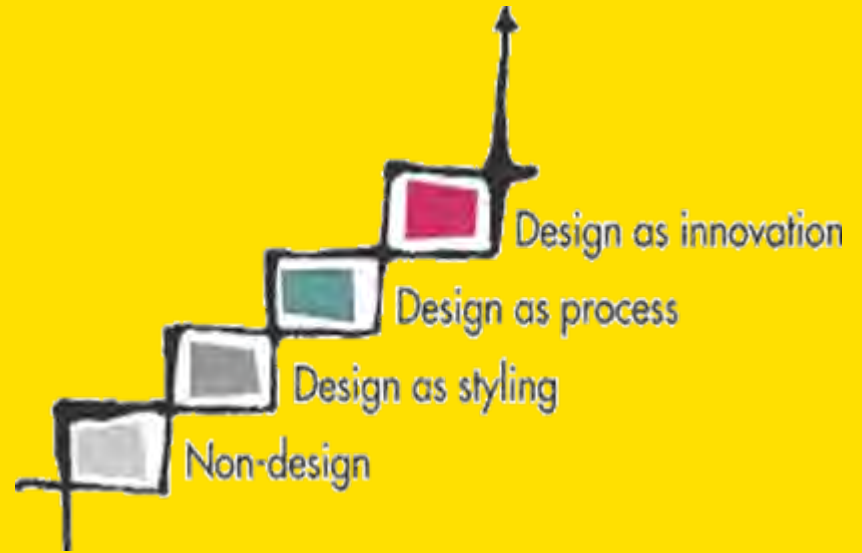
*public sector*  
+ **how?**  
*design thinking*

# *leadership*

*understanding*

*Support*

*positioning*





# *public servant design*

*levels of innovation*

*facilitation*

*tools*

*networks*



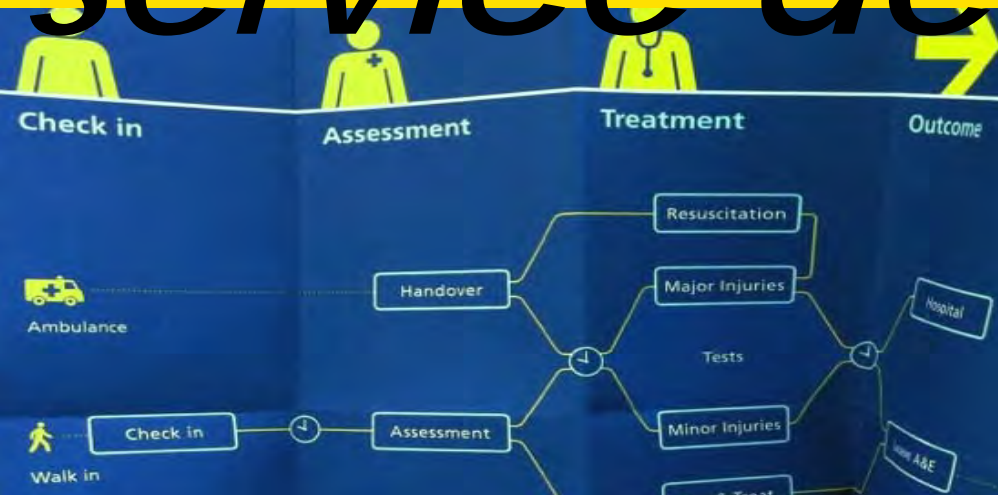
# *design promotion*



DESIGN  
INDABA



# *service design*



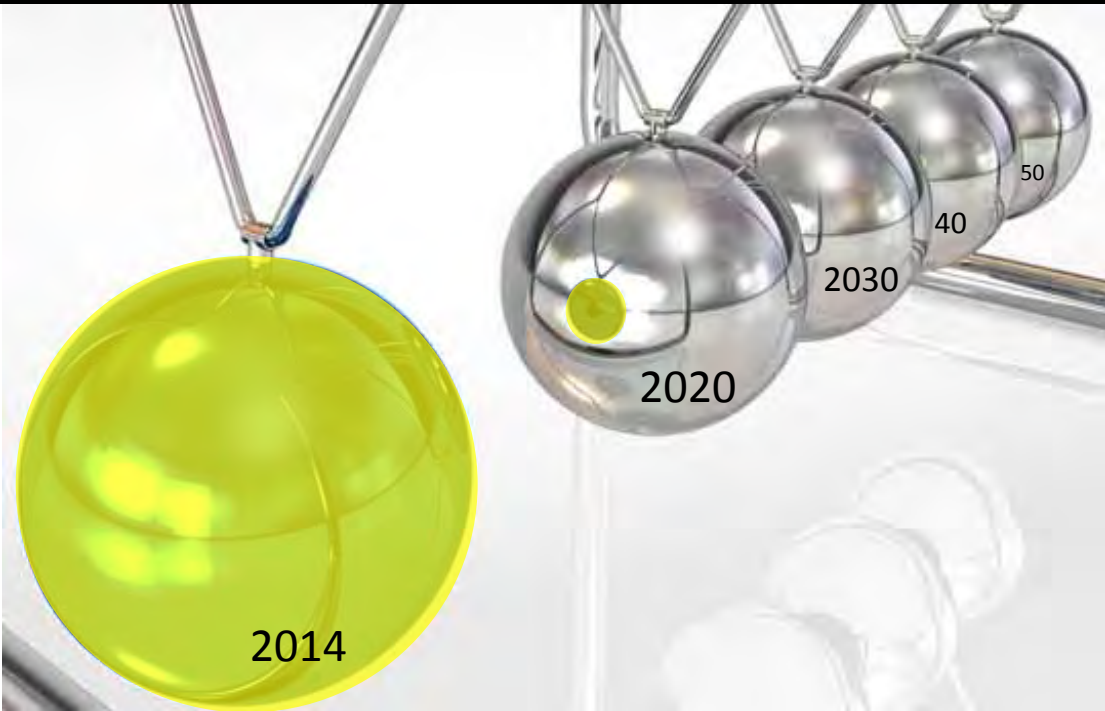
# *co-design*



# *co-design*



[video](#)



2014

2020

2030

40

50



[www.capetown.gov.za/WDC2014](http://www.capetown.gov.za/WDC2014)

[www.wdc14.com](http://www.wdc14.com)

*...thank you*