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# Design Awareness in Local Governments

ONUR KOCAN - CASE STUDY



# ROADMAP



PILOT PROJECT PREPARATION

PILOT PROJECT



STEP 1



STEP 2



STEP 3



STEP 4



STEP 5



RESEARCH

# WHY

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The world is facing a new problem every day. Our planet has a chain of system problems that it has not been able to solve for many years. Turkey is one of the countries where these problems start to fossilize. It is difficult to solve our problems with the management methods we have. Local administrations, which are the closest administrative unit to the society, serve the starting centers of these problems. However, the path taken by local governments is not enough to solve these problems. The results of the solution are not sustainable. Therefore, local governments should approach these problems with design thought management. It needs to use the potential in society's culture. This potential can be realized by taking the reaction together with the designers. I believe that designers can redefine the definition of leadership.

# The Coronavirus Pandemic

## Istanbul and Ankara mayors under probe over COVID-19 aid campaign



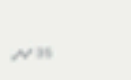
People do their grocery shopping at a market in Bayrampasa in Istanbul as Turkey adopts measures to curb the spread of the coronavirus. (AFP)

### Latest Updates

Massive India repatriation begins with flights from UAE



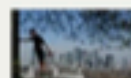
Trump and Putin discuss arms race, welcome OPEC + oil deal



Focus: US Macro Picture



Johnson warns of 'maximum caution' as UK considers easing lockdown



Uber lays off hundreds in Egypt amid global cuts, staff says



# Turkey investigates opposition mayors over coronavirus aid campaign

The Turkish government is using the COVID-19 crisis to further squeeze rivals, this time with a criminal investigation into fundraising efforts by opposition mayors.



**BREAKING NEWS**

## Erdoğan Fights Turkey's Mayors, Not COVID-19

**BBC NEWS 17:32** • REUTERS: RELIGIOUS FUNERAL CONDUCT

MARKETS BUSINESS INVESTING TECH POLITICS CNBC TV

### POLITICS

# Trump and Cuomo fight over federal assistance on coronavirus: 'This is mayhem'

PUBLISHED FRI, APR 17 2020 3:05 PM EDT | UPDATED FRI, APR 17 2020 4:16 PM EDT

**Tucker Higgins**  
@TUCKERHIGGINS

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#### KEY POINTS

- President Donald Trump and New York Gov. Andrew Cuomo sparred on Friday over the federal government's efforts to provide assistance to the state as it struggles to contain the coronavirus.
- The back-and-forth kicked off after the president responded on Twitter to comments Cuomo made during a press briefing on the public health crisis.
- Cuomo, a Democrat, complained that the guidelines Trump announced the day

Ads by  
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# Research Questions

What are the problem-solving techniques of local governments?

What are the common problems in local governments?

Can the DDO style be applied to local government or politics?

What are the social innovation potentials in cities?

What are the types of local government?

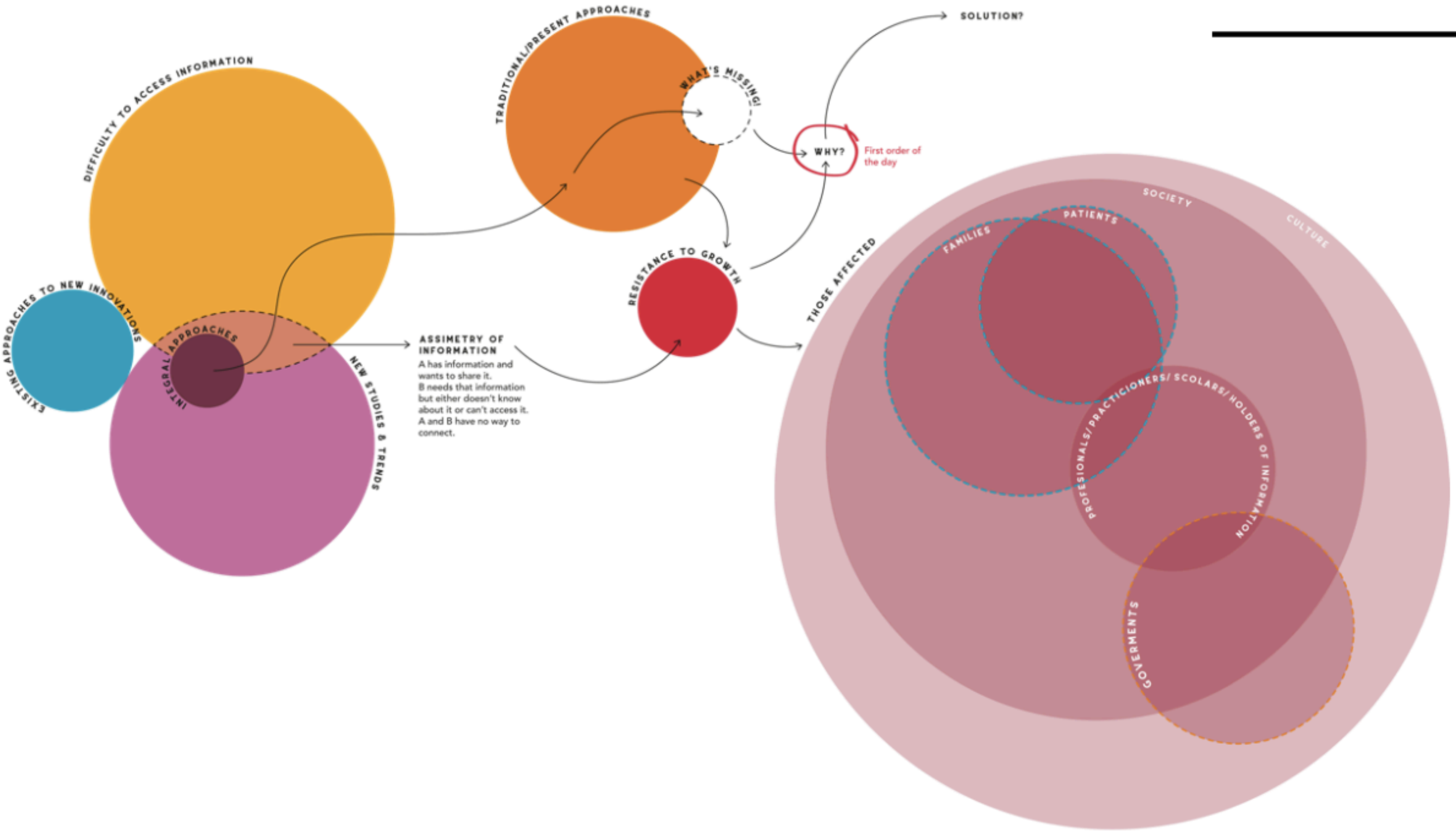
How is the approach of local governments to complex systems in cities?

What is the relationship between society and culture? Which is bigger? Society? Culture?

What influences society change?

How does society make collective decisions? What are the elements of society?

# ABSORB THE SYSTEM







Interview

30

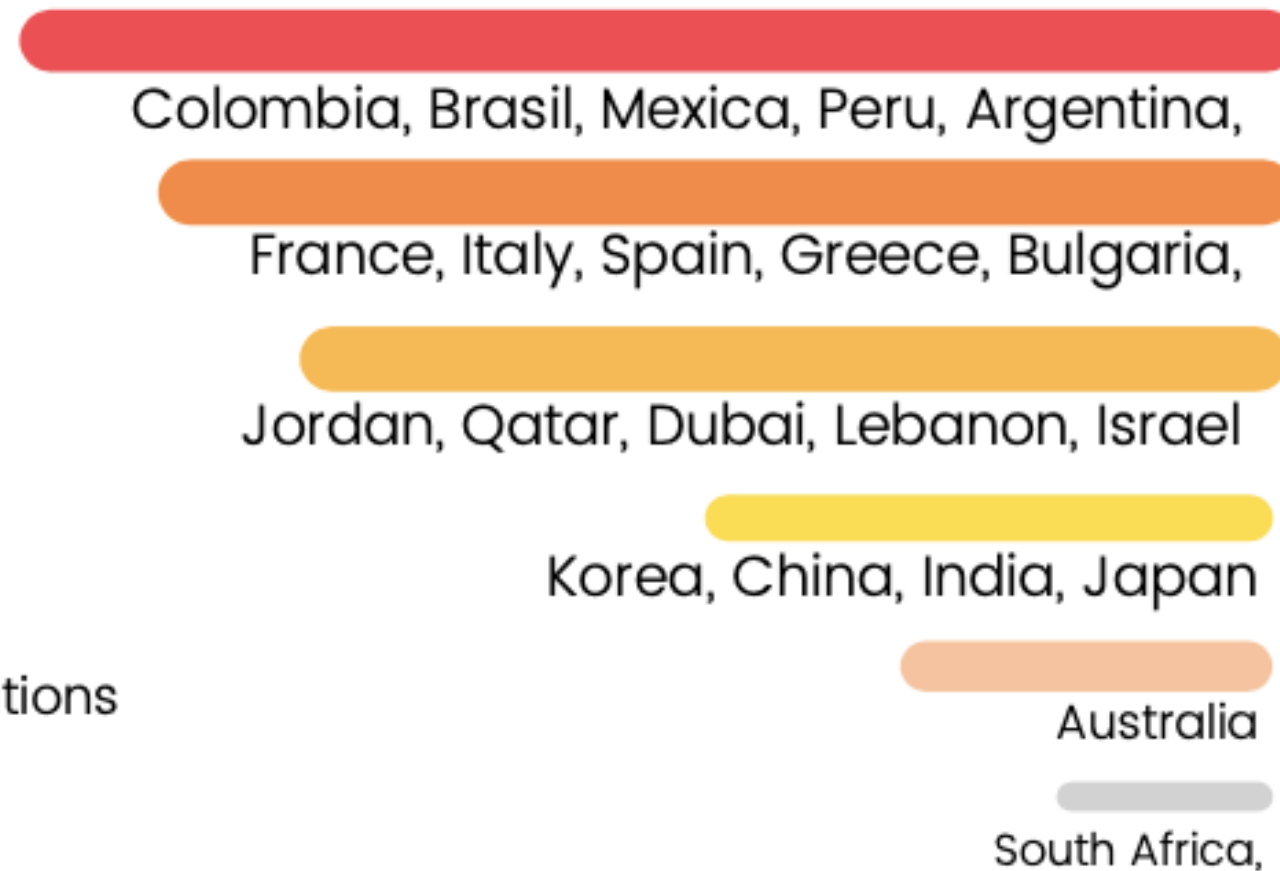
Country Compare

65

Source Research

100+

LOCAL GOVERNMENT  
ORGANIZATIONAL  
STRUCTURE OF OTHER  
COUNTRIES



**Comparison Criteria**

- Organization Structures
- Community Behavior
- Similar Spots with Turkey
- Selection Systems
- Community Management Relations

The Republic of Turkey was founded.



1923

Factories and government agencies began to increase. Therefore, civil servants and craftsmanship began to rise.



1930

For the first time, local authorities established a department for the villages.

1940

Turkey signed the universal declaration of human rights.



1950



There was a military coup.

1960



Free market opened.

1970

Social life restricted.



1980



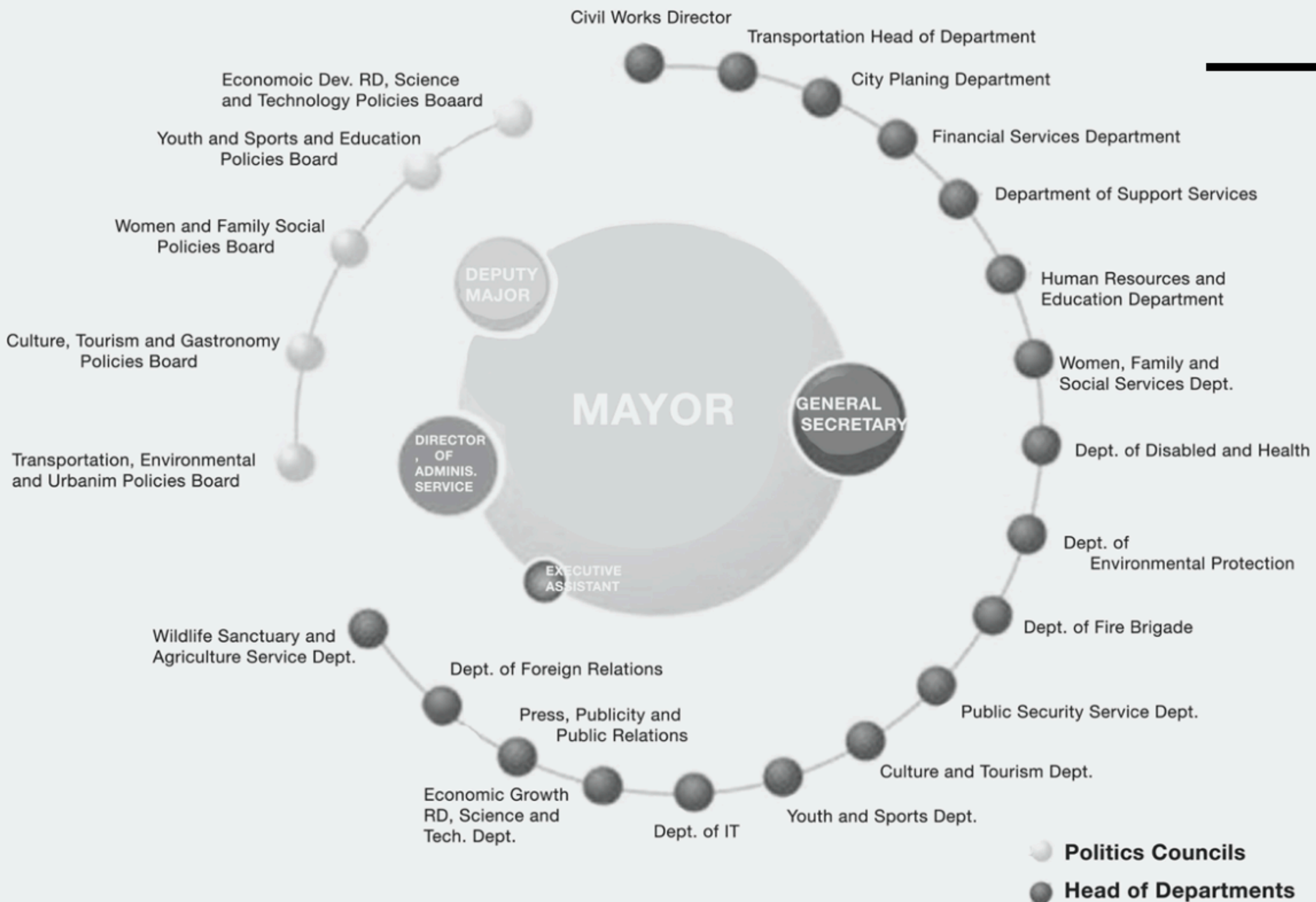
After the Gulf War emerged to terrorist organizations in Turkey

1990

Management system changed to the presidential system

2000

**TURKISH LOCAL GOVERNMENT ORGANIZATIONAL STRUCTURE**





# Interview Part I

## LOCAL GOVERNMENT

**MUHITTIN BOCEK**

Mayor of Antalya City

**ALI ORKUN ERCENGİZ**

Mayor of Burdur City

**OSMAN ZOLAN**

Mayor of Denizli City

## ■ BURDUR

### Population

104.825

### Potential

Tourism, Agriculture, History, Education, Food, Natural Resources, Military

### Web

<https://www.burdur.bel.tr/>

### University

Mehmet Akif Ersoy University

### Natural Resource

Marble, Orchid, Rose, Lake

### Production

Tile



## ■ DENIZLI

### Population

1.019.090

### Potential

Tourism, Agriculture, History, education, Food, Natural Resources, Industry, Trade

### Web

<http://eng.denizli.bel.tr/>

### University

Pamukkale University

### Natural Resource

Thermal, Cotton

### Production

Towel, thread, white appliances, fruits,



## ■ ANTALYA

### Population

2.364.429

### Potential

Tourism, Agriculture, History, Education, Food, Natural Resources, Trade, Expo, Port, Film Industry, Sport, Golf, Soccer,

### Web

<http://www.antalya.bel.tr/?l=en>

### University

Akdeniz University, International Antalya University, Antalya AKEV University

### Natural Resource

Marble, Orchid, Rose, Forest,

### Production

Fruits, Vegetable, Cotton, Furniture, Film.





" Society sees city problems as political. The services provided by the local government should not have a political impact. "

" If I had an opportunity, I would change the local government law and management system. "



" We produce projects to solve the problems faced by society. However, the participation of the society in the project development process is very low. "

We realize that culture has been damaged after the events of society. This damage impacts the sociological structure of society. Therefore, the the community lost confidence in state administration.

# SOCIETY



# Interview Part III

SOCIETY



**KEREM ALDIRMAZ**

X Political Party Voter  
Supervisor, From Izmir



**BIRCE DOBRUCALI**

Y Political Party Voter  
Lecturer, From Izmir



**BETUL BARDAKCI**

Z Political Party Voter  
HR, From Izmir



" I do not pay attention to the services provided when the party I voted for did not win. "

" Local governments need to cooperate more with universities. We need to bring educational institutions and society together for social innovations. "



" I don't want to vote for a new political party. However, the candidate for mayor of the party I vote for does not always have administrative features. "

# Iceberg Model

## Relationship Between Society and Management



**Pledges** made by the candidates before the election.

The positive results of the physical services of the managers. For example, a bridge, a highway, overpass, metro.

Community **adoption** of pre-election party policy, including the candidate for governor.

The **pressure of political** thought that has the power of the country on society.

Who wish to become mayor is **bribery** to society.

Politics of **polarizing** society. To create a majority and to undermine a minority society.

Instead of solving the problems of society, the candidate managers will provide fast results that will affect the community quickly.

Executives are appointing friends or close acquaintances to the management team.

The loss of the **common sense** of the managers elected by the society.

Their **religious beliefs** support election campaigns.

Beginning of **cultural degeneration**.

Change of value **judgments**.

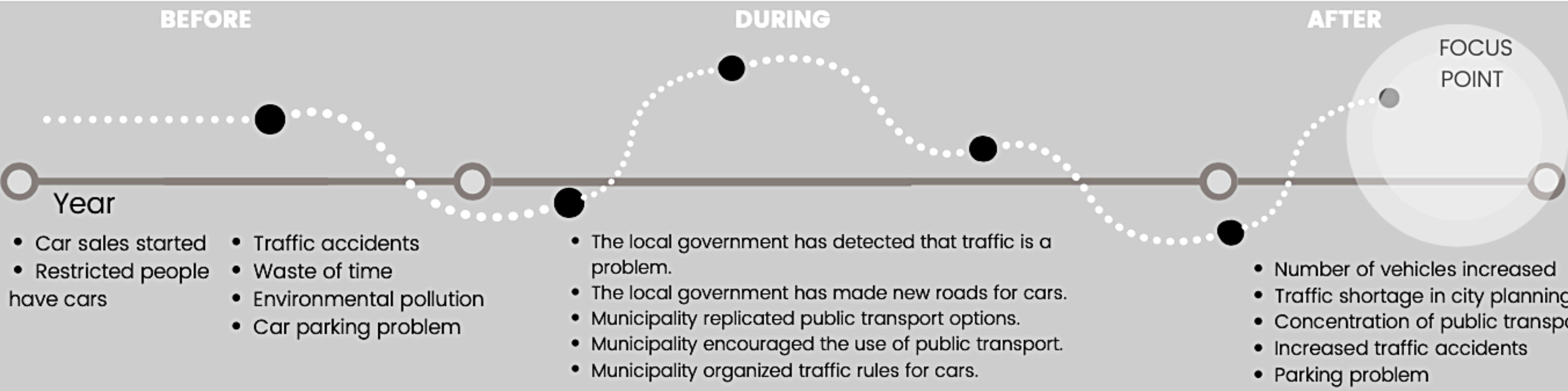
## INSIGHT

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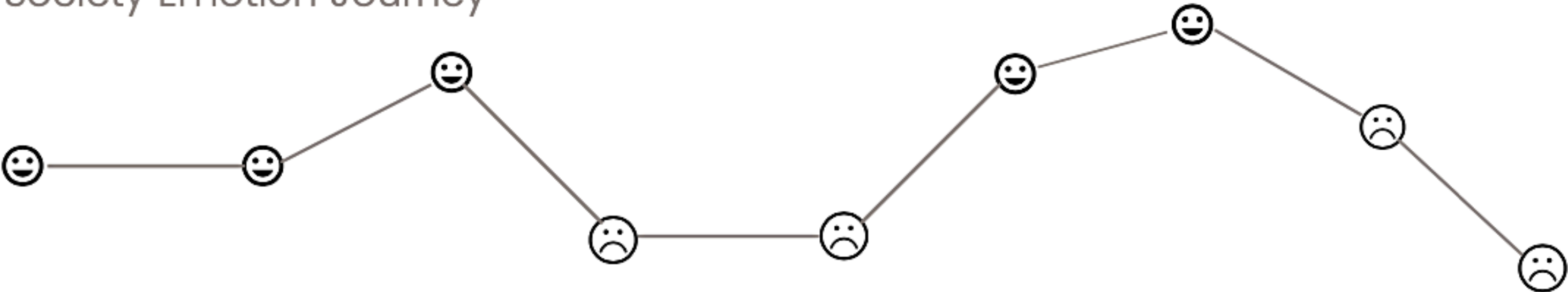
When we examine the relations of societies and administrations, we can see that they are in a sociological confusion. It is possible to see in various reports that social behaviors have changed due to bureaucracy. When we examine this situation in the iceberg model, we can see that political pressures tend to solve non-existent problems instead of solving them. This problem causes society to deal with the political regime instead of focusing on the issues. Some keywords summarize this relationship to us. As a result of my interviews with the mayors, I see that these keywords and the results of the interviews match.

The community needs to recognize the issues, and society needs to solve these problems within the framework of local government and design thinking. I thought after that insight should local governments have political views? For the solution of the problems, designers, NGOs, local government and society should sit at the same table.

# Local Government Traffic Journey



# Society Emotion Journey



## AYDINCAN ATABERK

Co-founder & Managing Partner at  
Ethnogram & Play Native  
Entertainment - Accredited Service  
Design Trainer & Lecturer

## ALI FARUK GOKSU

City Planner - Founder of  
TAK and City Strategies Org.

## ENGIN AYAZ

Co-founder ATOLYE

# Interview Part II

SOCIAL  
INNOVATION



## ■ TAK

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<https://kentselstrateji.com/en/>  
<http://takortak.org/atolye/kadikoy/>

## ■ ATOLYE

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<https://atolye.io/en/home/>

## ■ SERVICE DESIGN NETWORK

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<https://www.service-design-network.org/>

" Municipalities are learning new with service design. We need to introduce more service design to municipalities. "



"Local governments' bureaucracy is not ready to work with design awareness. The bureaucracy is preventing the design process from progressing."

" We cooperate with large companies. We need to collaborate with local governments. Since the generation gap creates a big gap, it is difficult for us to get together with the municipality. "



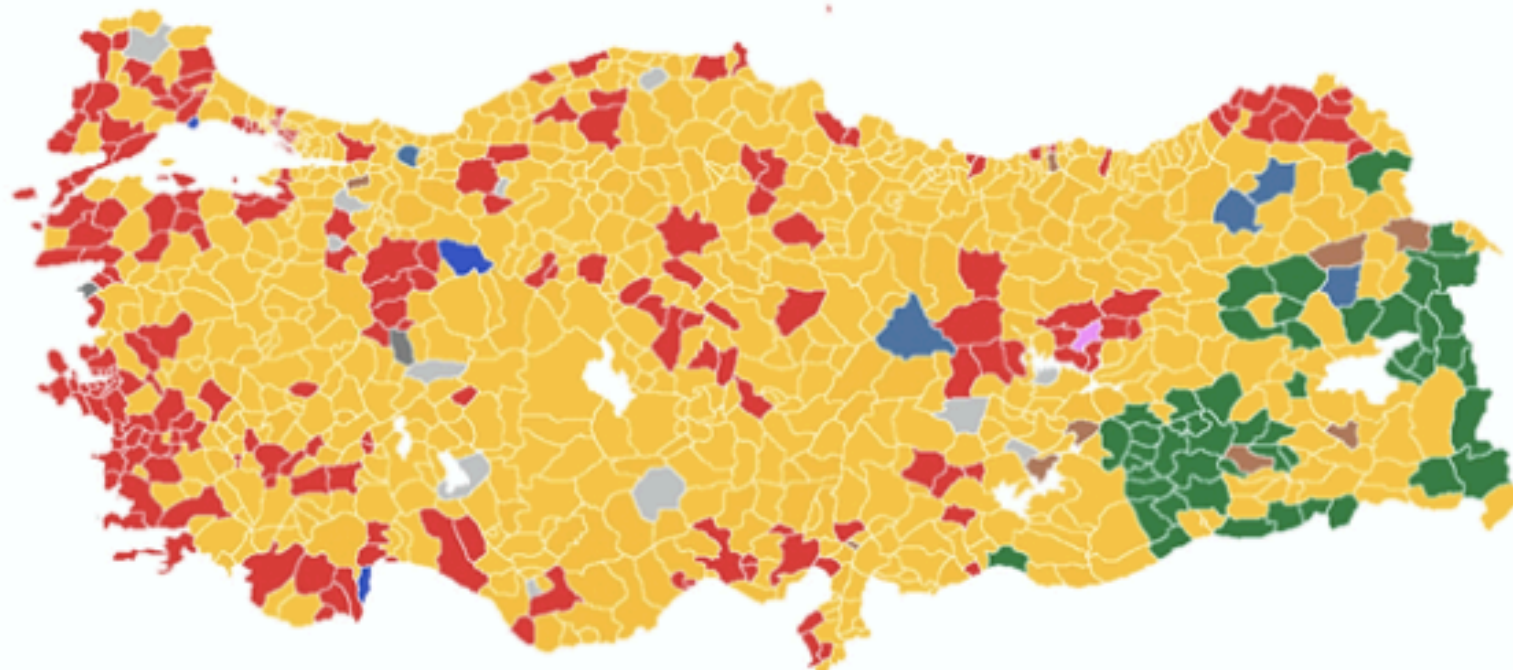
## STAKEHOLDER



## COMPETITOR



## COLLABORATOR



- Regions where the state is investigating.
- Regions with moderate potential but not knowledge
- Cities/Districts implementing service design and design projects  
High potential regions

- Local Governments
- Municipalities
- Non-Profit Organizations
- UNESCO
- UNICEF
- United Nations
- World Design Organization
- World Bank
- European Union

# Prospective Stakeholder

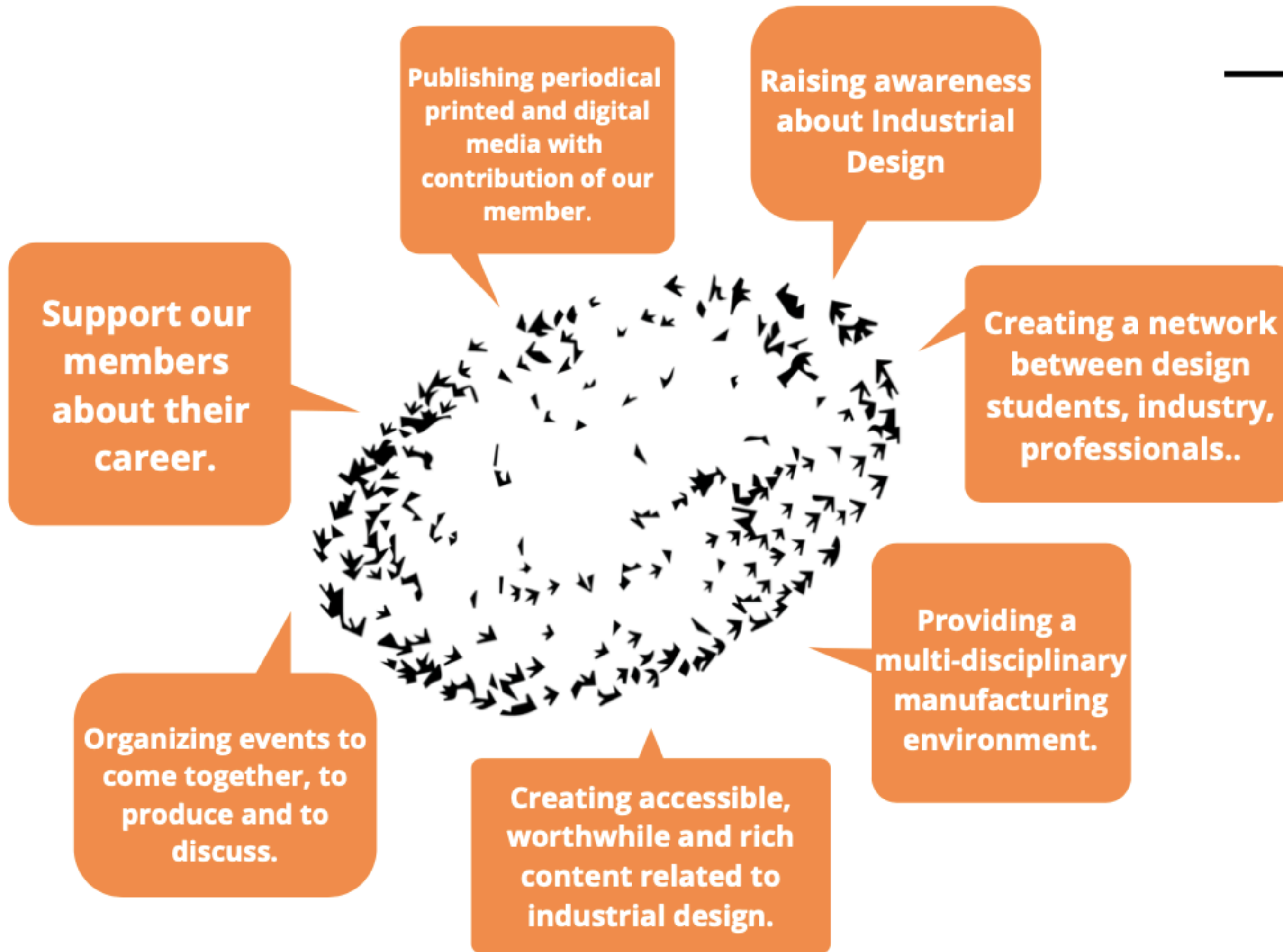


enta

ENDÜSTRİYEL TASARIMCILAR DERNEĞİ  
INDUSTRIAL DESIGNERS ASSOCIATION

## ENTA

ENTA is an association founded by a group of industrial designers, who graduated from different universities and from different cities. The association aims to bring several multi-disciplinary structure together along with several membership options and gather industrial designers, including students and professionals, under a roof. It has a design magazine called entaMAG and platform called entauni and created by university students. In addition, getting institutional memberships, it expanded its company, designer and student network. It is an active association organizing several educational programs, workshops, printed materials, events, contests and meetings. ENTA accepts different occupational groups in addition to industrial designers with special membership.



How might we bring Turkish designers and NGOs together with local governments to design healthier structures that lower the bureaucratic barriers to social benefits?

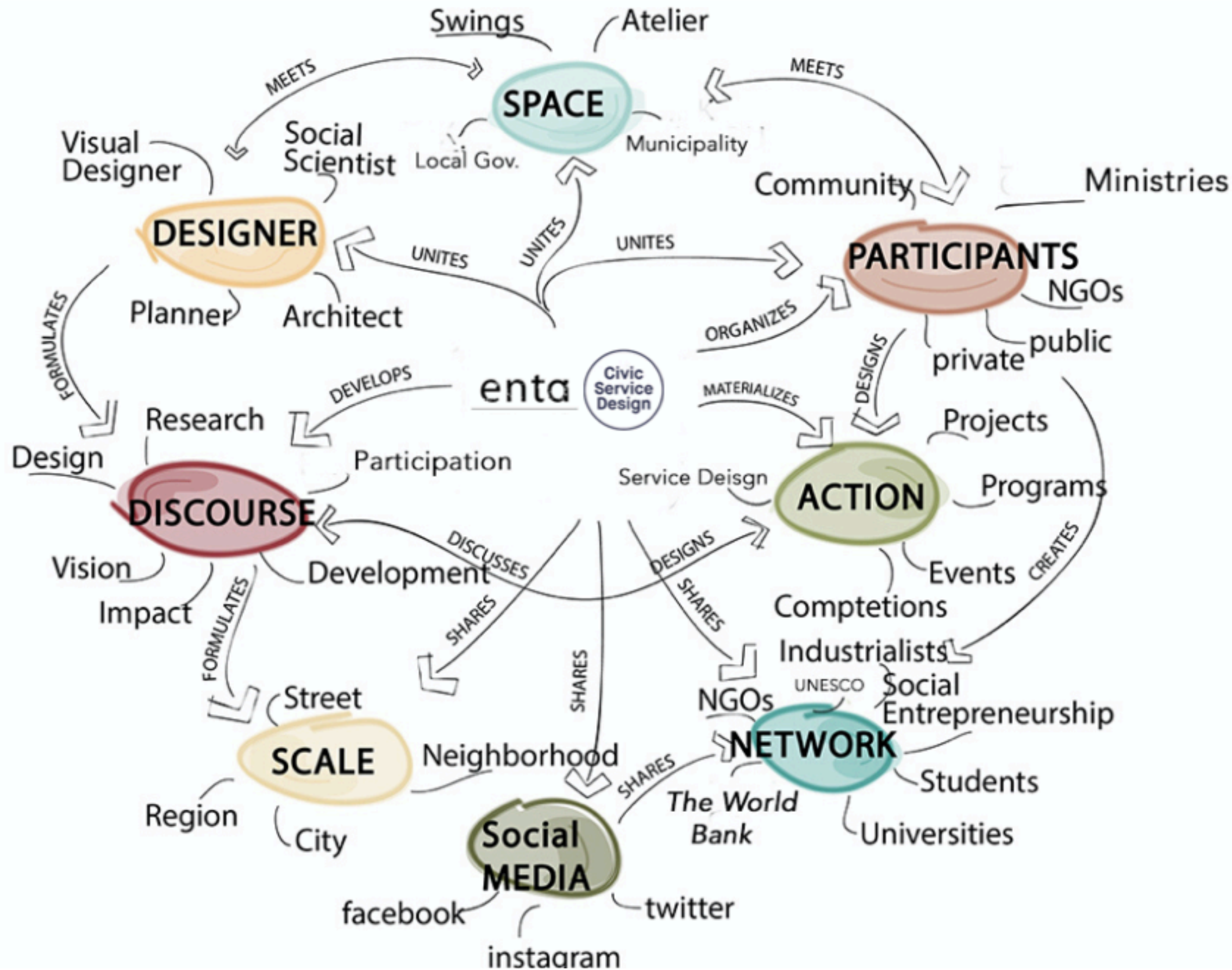
# SWOT Analysis

As a result of the SWOT analysis in the research part of the project, we determine that the preferred stakeholders should be challenging. Active stakeholders can minimize negative impacts. International institutions can provide therapeutic approaches to harmful aspects. We need to be cautious about sociological risk. In the following process, it is necessary to act with ethical rules in mind.



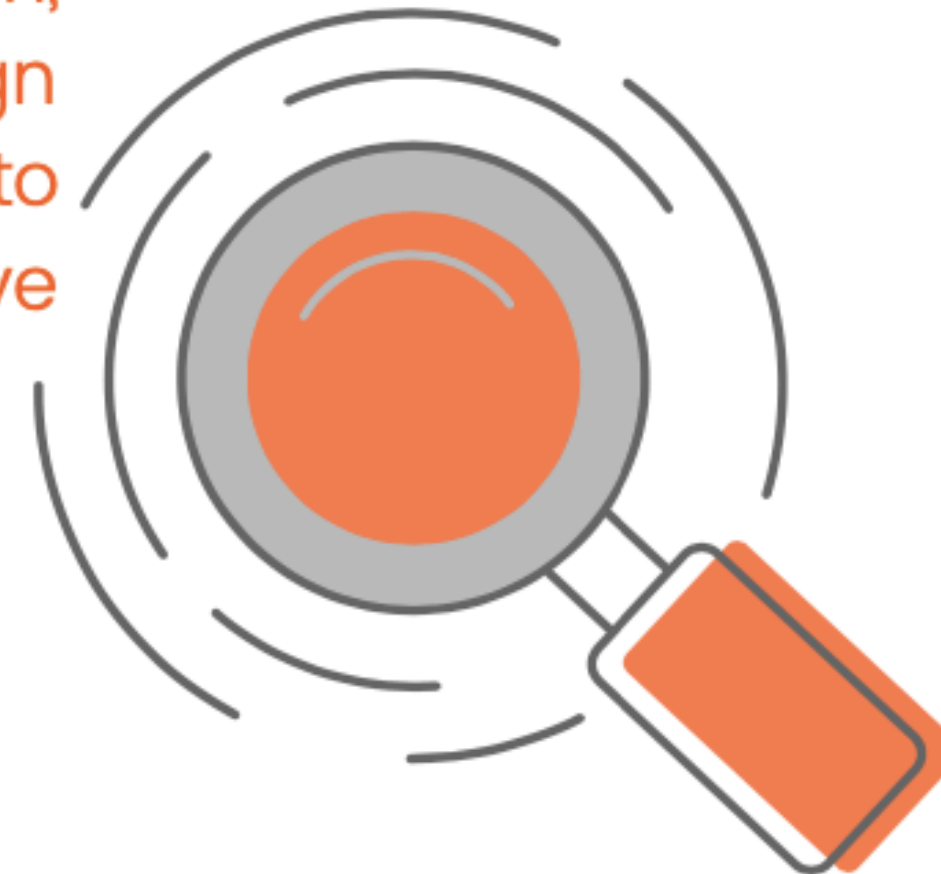
	HELPFUL	HARMFUL
INTERNAL	<b>STRENGTHS</b> Development of the relationship between society and management Involvement of the community in solving everyday problems Hierarchy and lack of class difference Strong collaborations	<b>WEAKNESSES</b> Lack of recognition of service design Politics approach Generation gap
EXTERNAL	<b>OPPORTUNITIES</b> Introducing a new form of management Community management involving designers A new discipline approach to problem-solving	<b>THREATS</b> Social risk Law and Policy Society Participation

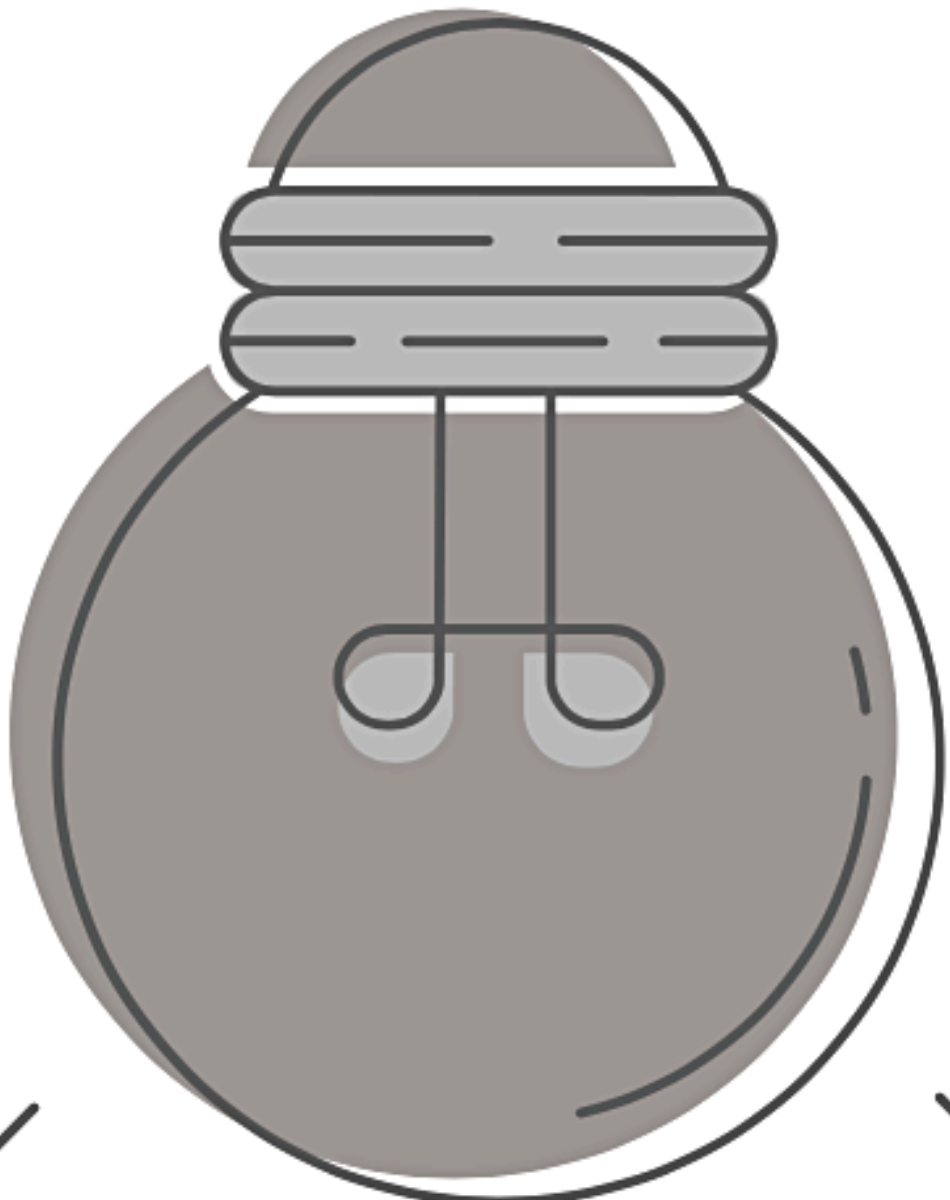
# Opportunity



It is necessary to establish a flexible and transparent network of relations between local governments and society. At the same time, management needs to make quick decisions. It is a system proposal that brings together the different dynamics we see in this map and increases the contribution and motivation of the society to problem solutions. I was the head and founder of the Industrial Designers Association of Turkey (ENTA). In short, the association's mission is to broaden the knowledge of industrial design among professionals and to develop relationships with designers, companies, and stakeholders. Besides, ENTA is currently providing consultancy for state-sponsored events by offering workshops, communication with key speakers, exhibitions, student collaboration. In my research process, I have imagined that we give design organizations a role in the local government model. I explored that communication and problem-solving methods between management and society would improve. Therefore, I think that designers should take an active role in local governments. In the next step of the project, I plan to do a prototype test in the two cities I interviewed with the mayor of that cities – especially the subject of the civic service design.

Turkey is a democratic unitary country with two layers of government: the central government and local governments. The territory of Turkey is subdivided into 81 provinces for administrative purposes. Governments at the provincial level are managed by different political parties that have different ideological approaches. Each political party has its own legislative mandates, regulations, and policies when it comes to engaging the services and serving citizens. These differences cause segregation across society. To eliminate discrimination, The idea should be proposing a forward-thinking design approach for local governments in Turkey that aims to achieve one goal: removing political barriers to improve the lives of society.





### TOOL + TACTICS

- Design thinking
- Focus on impact
- Conference, event, workshops
- Book, website, principles
- Programm
- Education
- Get Feedback

### RECORD PODCAST

- One moderator in the Turkish language
- The first part can be about society
- The second part can be about design
- 3rd part can be talking about local government
- The connection between the three
- Platform for conversation

### COMPETTION

- Municipal project
- National fund
- Everyone can submit their project
- NGO - Universities- Unesco
- Collaboration between municipalities and organizations

### Service Design Consulting Firm

- Civic Service Design for municipalities
- Develop project with municipalities
- Outsources for Service Design company

### POLITICS

- A new policy proposal
- Application of common points of different ideologies
- Regional political strategy
- Redefining municipalities
- Using religion as a weapon
- Challenging actual region vision



TOOL + TACTICS

POLITICS

PODCAST

# How might we test the ideas?

COMPETITION

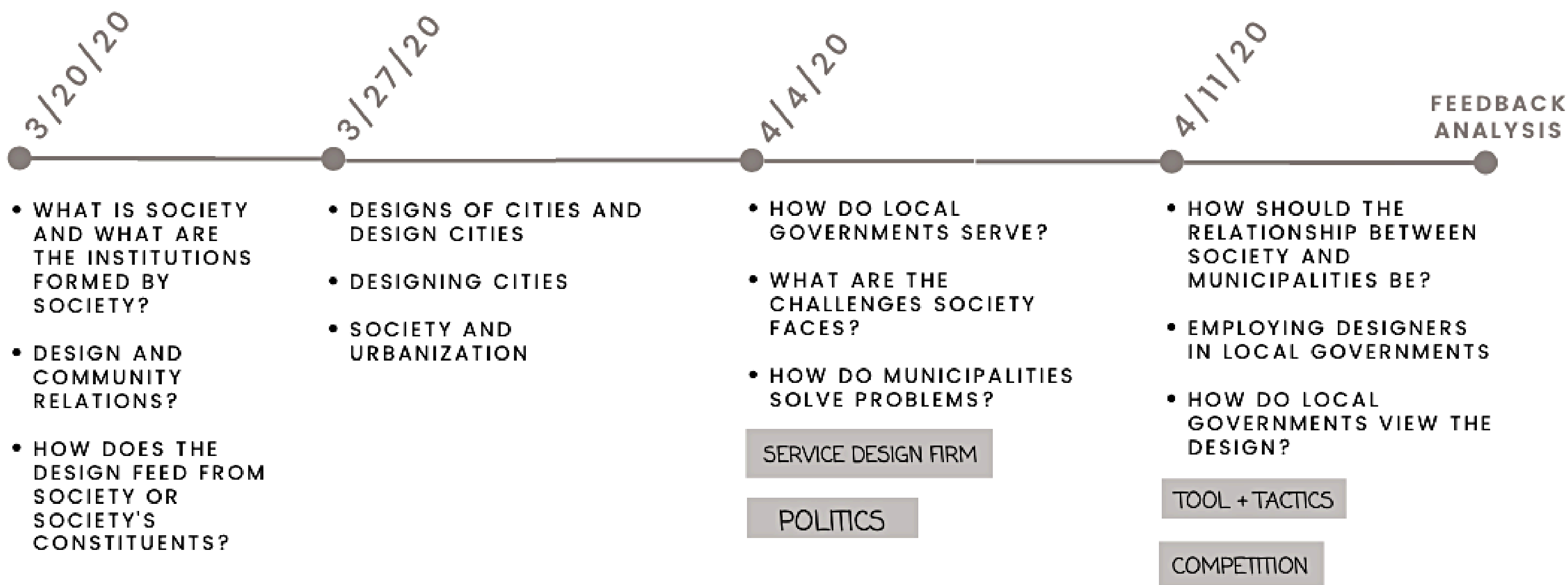
SERVICE DESIGN FIRM



**CONCEPT  
TESTING**

**PODCAST AND  
RADIO PROGRAM**

**YIGIT EYGI    ONUR KOCHAN**



As a result of the concept test conducted with 87 listeners for 5 weeks, the idea of **TOOL + TACTICS** was the most voted idea. 52 listeners gave feedback from 87 followers. 36 followers believe the idea of **TOOL + TACTICS** will bring society and design together with local governments.



## STEP 3



TOOL + TACTICS

# enta

ENDÜSTRİYEL TASARIMCILAR DERNEĞİ  
INDUSTRIAL DESIGNERS ASSOCIATION  
[SPOTIFY.COM/ENTADERNEK](https://www.spotify.com/entadernek)

RADYO ENTA

# PROTOTYPE AND TESTS

Spotify



**DESIGN  
THINKING  
THERAPY**

**WEDNESDAY 21:00**


İlteriş Kağan Bahçeci  Tolgahan Tosun

DESIGN AWARENESS IN  
LOCAL GOVERNMENTS

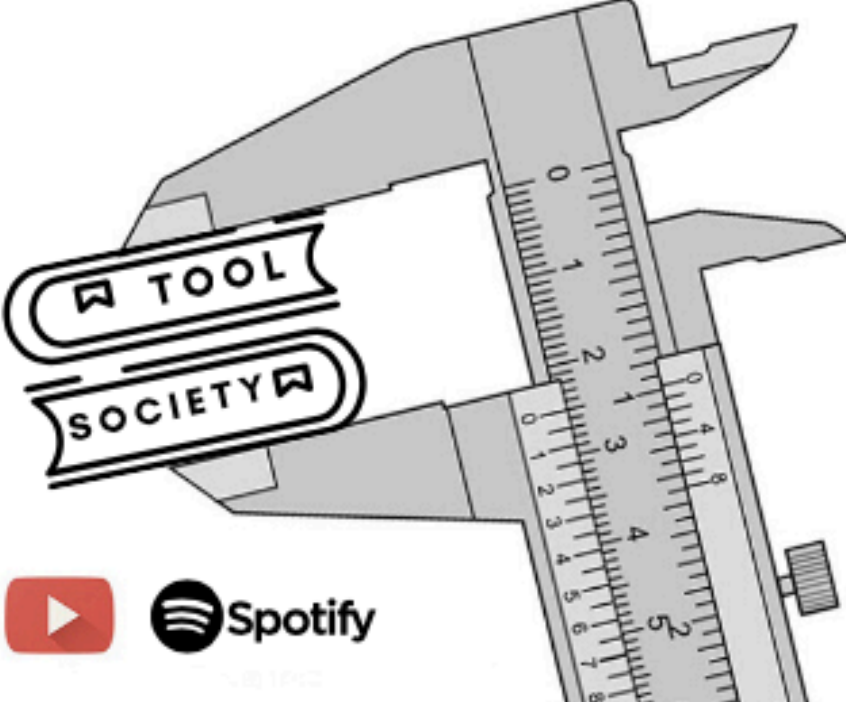
**SUNDAY  
21.00**




ONUR KOÇAN  TAHA YILDIRIM



CAN ANACAK  
**KUMPAS**  
FRIDAY 21.00



  enta

BI TIK BUYUTELİM



RADYOENTA

○ Off-air

PROFILE

Off Air  
Please stop by again soon

bi tık büyütelim

Cuma  
21:00



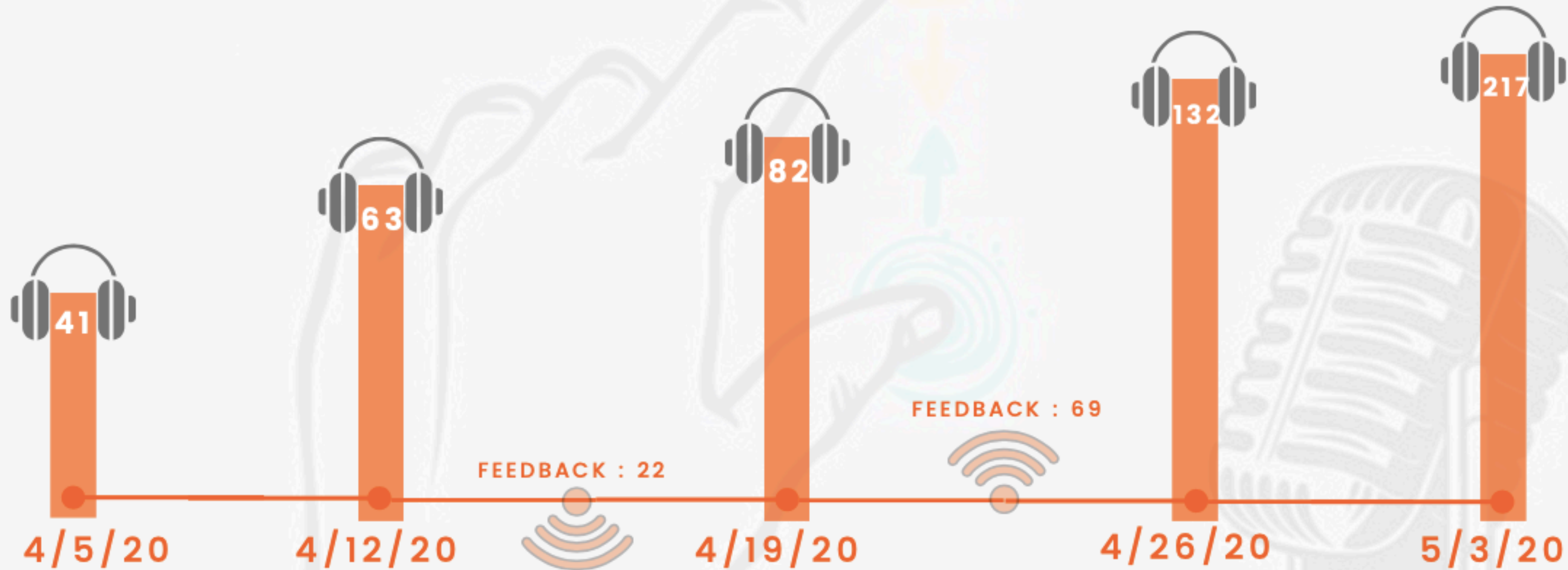
ONUR  
KOÇAN

TAHA  
YILDIRIM

1,677 Total listens

427 Followers

www.enta.org.tr



"BI TIK BÜYÜTELİM" INTERACTIVE RADIO PROGRAM IS BROADCAST ON RADIO ENTA AND SPOTIFY ENTADERNEK EVERY SUNDAY AT 21:00! TO LISTEN TO THE TALK OF ONUR KOÇAN AND TAHA CELAL YILDIRIM BASED ON DESIGN SUBJECT, DESIGN AWARENESS IN LOCAL GOVERNMENTS YOU CAN VISIT [MIXLR.COM/RADYOENTA](http://MIXLR.COM/RADYOENTA), DOWNLOAD THE MIXLR APPLICATION TO YOUR PHONE AND FOLLOW RADIO ENTA. YOU CAN REACH THE BROADCAST FROM THE LINK IN BIO DURING THE PROGRAM HOURS.

[INSTAGRAM.COM/ENTADERNEK](https://www.instagram.com/entadernek)

# STRATEGIC ROADMAP



PILOT PROJECT PREPARATION

PILOT PROJECT



**STEP 1**

**STEP 2**

**STEP 3**

**STEP 4**

**STEP 5**

RESEARCH :  
INTERVIEW, JOURNEY  
MAP, ICEBERG MODEL,  
SWOT

PROBLEM IDEN.  
INSIGHT GEN.

IDENTIFIED  
OPPORTUNITY

OUTCOME : POLITICS,  
TOOL... (5 IDEAS)

TEST OPPORTUNITY  
AREAS

4/20 PODCAST AND  
RADIO PROGRAM

FEEDBACK

OUTCOME : TOOL +  
TACTICS

RADIO ENTA  
COLLABORATION  
"Bİ TİK BUYUTELİM"

TOOL DEVELOPMENT  
WITH MENTOR

OUTCOME : PILOT  
PROJECT

PILOT PROJECT:  
TOOL FOR DALG  
PART I - PART II - PART  
III

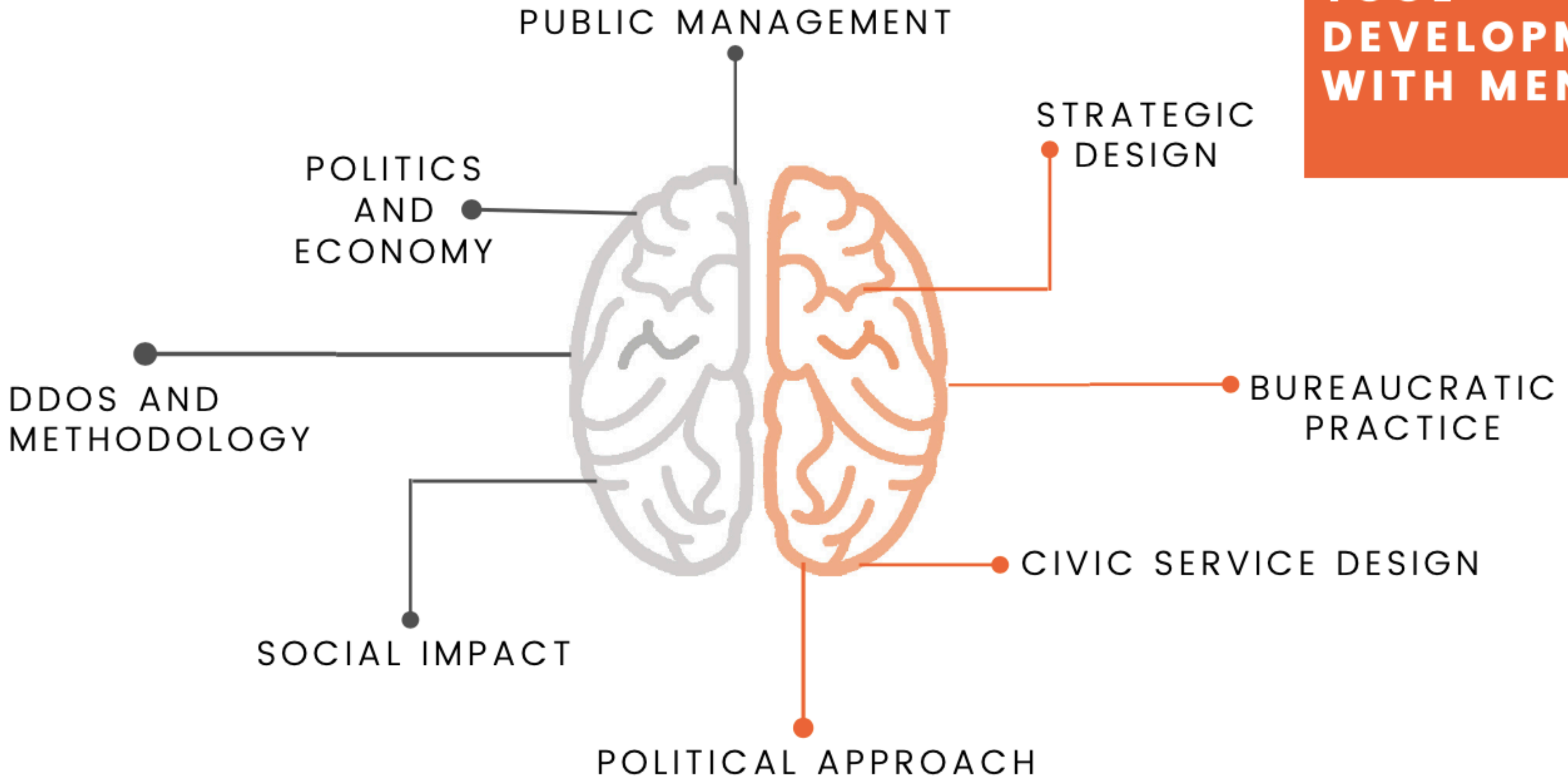
OUTCOME : REVISING THE  
PROPOSED DESIGN  
THINKING PROCESS  
BASED ON PILOT  
PROJECT OUTCOME

METHODOLOGY

ADAPTABILITY

NEW INDUSTRIES

**TOOL  
DEVELOPMENT  
WITH MENTOR**



# MENTORS

## COLLOBORATE

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**JULIE FRIESEN**

DEPUTY COMMISSIONER OF  
ADMINISTRATION



**MARIANA AMATULLO**

PARSONS



**KORAY CALISKAN**

PARSONS



**BELIT NEJAT ONAY**

MAYOR OF HANNOVER



**LISA NORTON**

PARSONS



**MEHMET CAKIN**

MAYOR OF USAK



**ECE ANDERSON**

SUBCONSCIOUS REPROGRAMMER  
AND TRANSFORMATIONAL COACH



**EKREM IMAMOGLU**

MAYOR OF ISTANBUL



**AMANDA GREENOUGH**

DOBLIN/DESIGN STRATEGIST



**DAVID BOARDMAN**

FLEXPOR  
DESIGN DIRECTOR



**AYHAN ENSICI**

KHAS  
UX MASTER  
PROGRAM DIRECTOR



**MURAT SONMEZ**

WORLD ECONOMIC FORUM

**FEED BACK**

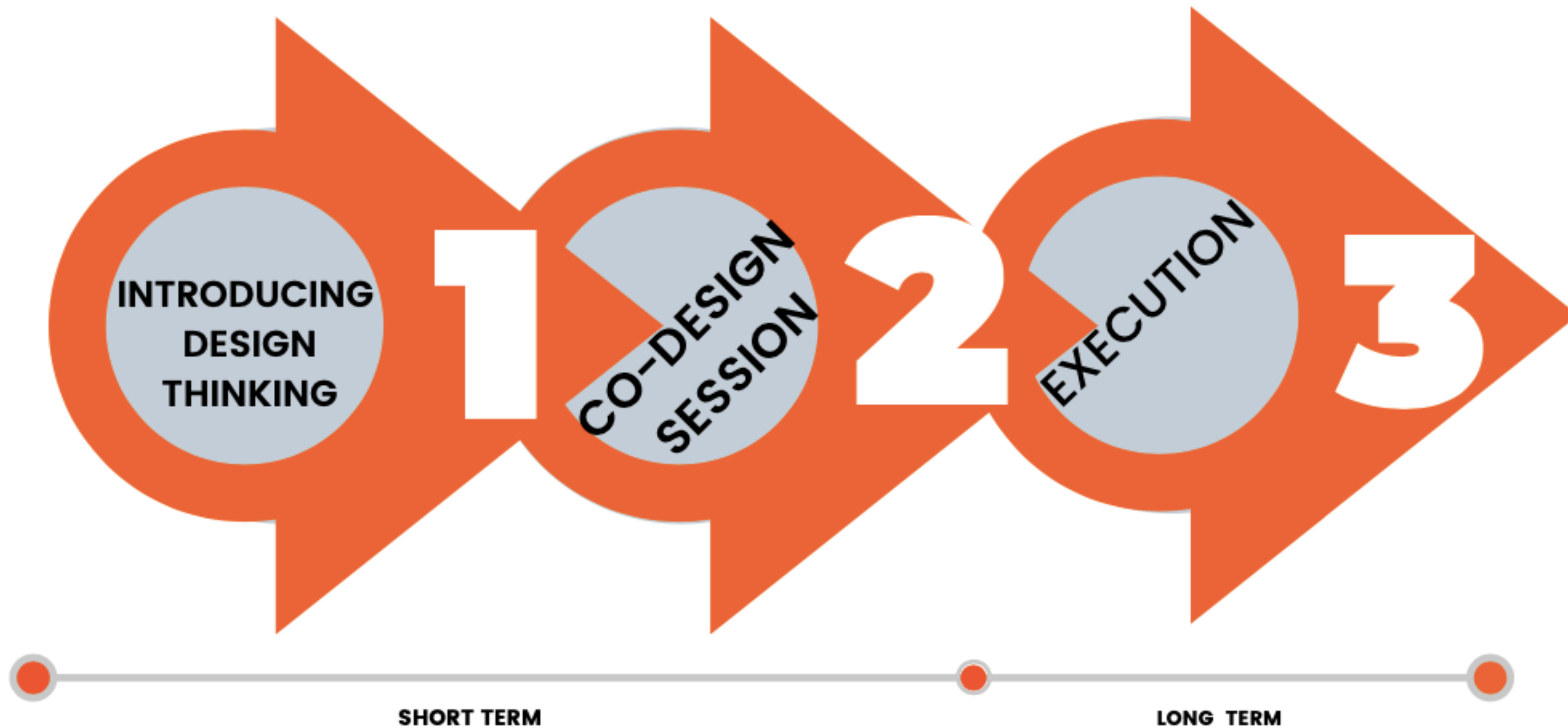
**COLLOBORATE**

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# STEP 4



TO CREATE DESIGN AWARENESS IN LOCAL GOVERNMENTS, THE PROPOSED APPROACH CONSISTS OF THREE PARTS; INTRODUCING DESIGN THINKING, CO-DESIGN SESSION, AND EXECUTION.



THE FIRST PART STARTS WITH INTRODUCING A DESIGN THINKING APPROACH TO LOCAL GOVERNMENTS, WHICH AIMS TO CREATE AN UNDERSTANDING OF WHY DOES DESIGN THINKING APPROACH MATTER TO THE GOVERNMENT.

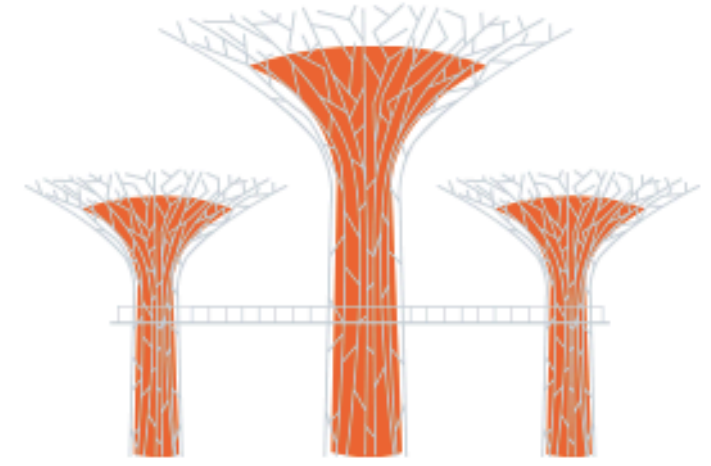
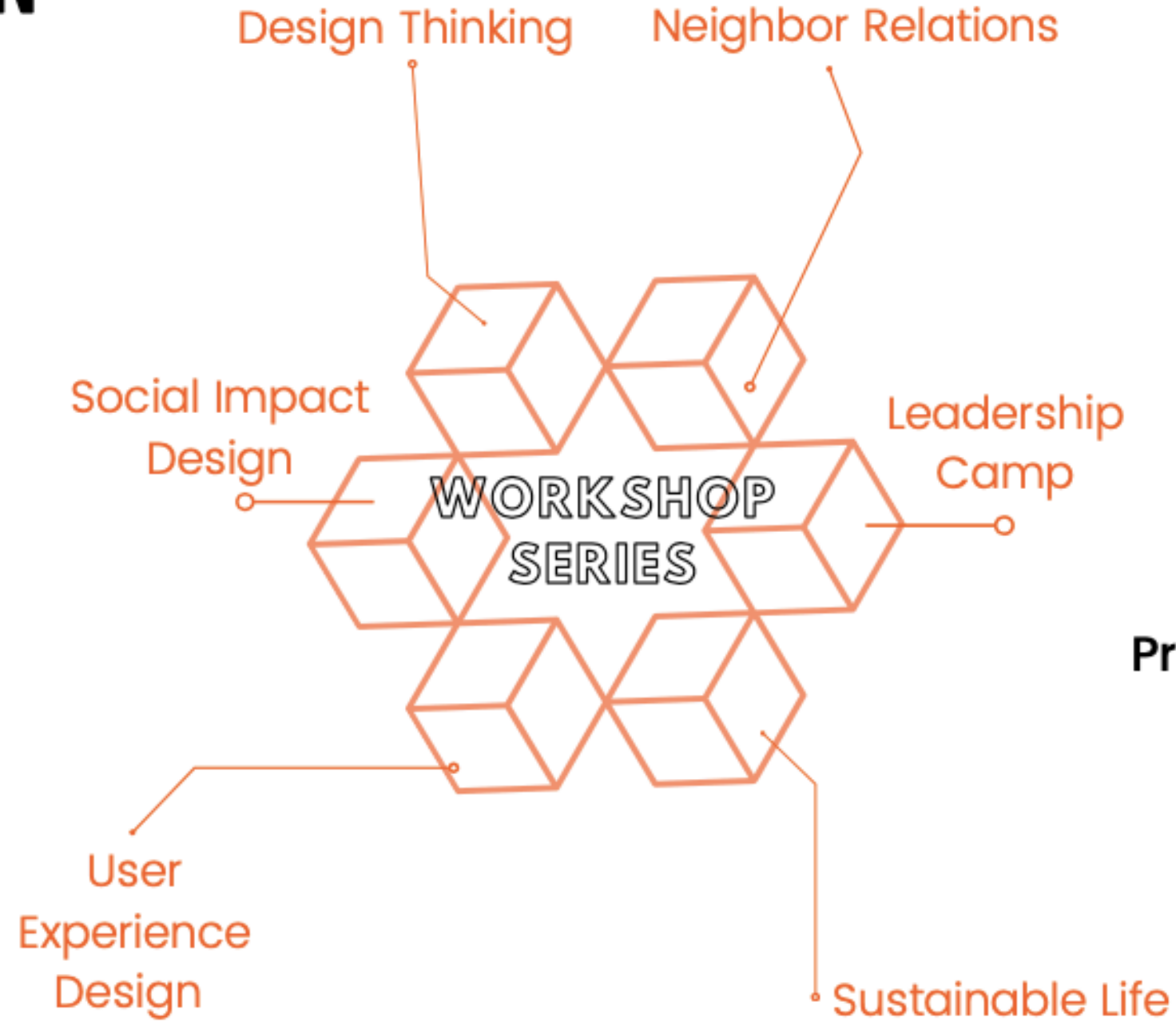
LOCAL GOVERNMENTS ATTEND A CIVIC SERVICE DESIGN CONFERENCE FOCUSED DESIGN THINKING APPROACH. IN ADDITION TO THE INTRODUCTION, THE CONFERENCE ALSO PROVIDES EXERCISES FOR PROBLEM IDENTIFICATION, SUCH AS EMPATHY MAPPING. BY USING THE DESIGN EXERCISES PRESENTED IN THE CONFERENCE, EACH LOCAL GOVERNMENT FOCUSES ON IDENTIFYING PEOPLE'S REAL PROBLEMS BY APPROACHING WITH AN EMPATHIC PERSPECTIVE WITHIN THEIR STRUCTURE.





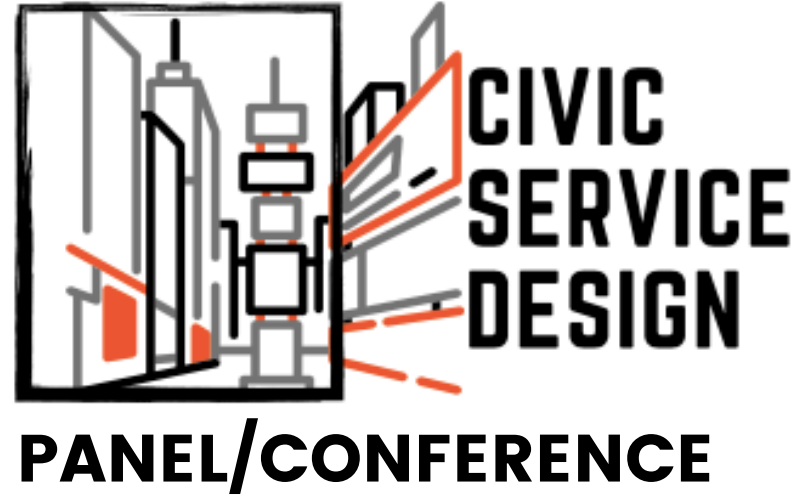
# CIVIC SERVICE DESIGN

- What is CSD?
- How to Apply?
- PANEL : Mayors and Designers
- Opportunity
- Who's Applying?
- Industry Stakeholders



# EDUCATION PROGRAM

- Virtual Course
- Podcast/Social Media
- Book/Magazine
- Source Sharing
- Presentation/Case Study





# PANEL DISCUSSION

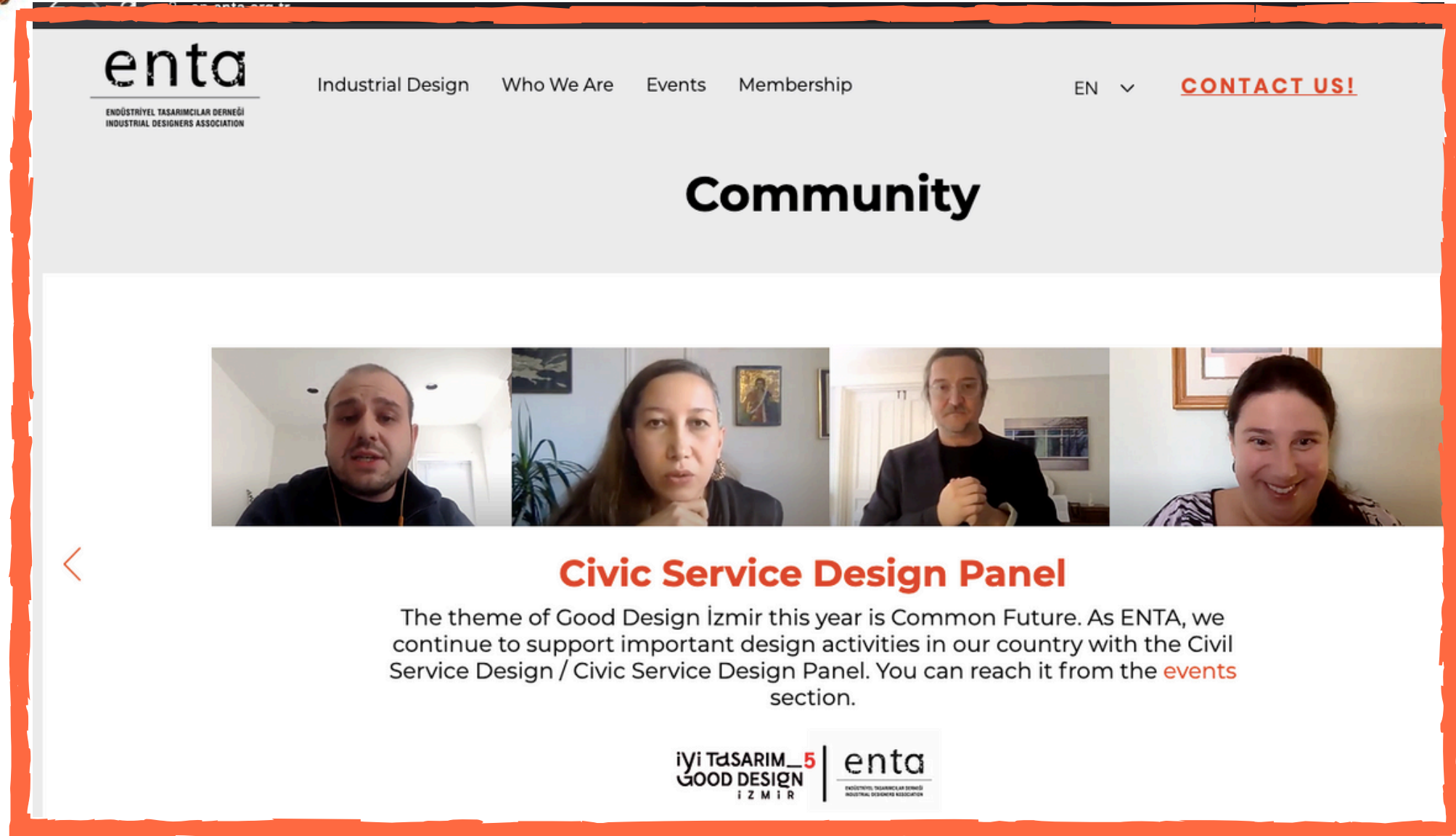
## CIVIC SERVICE DESIGN

### DESIGN AWARENESS IN LOCAL GOVERNMENT

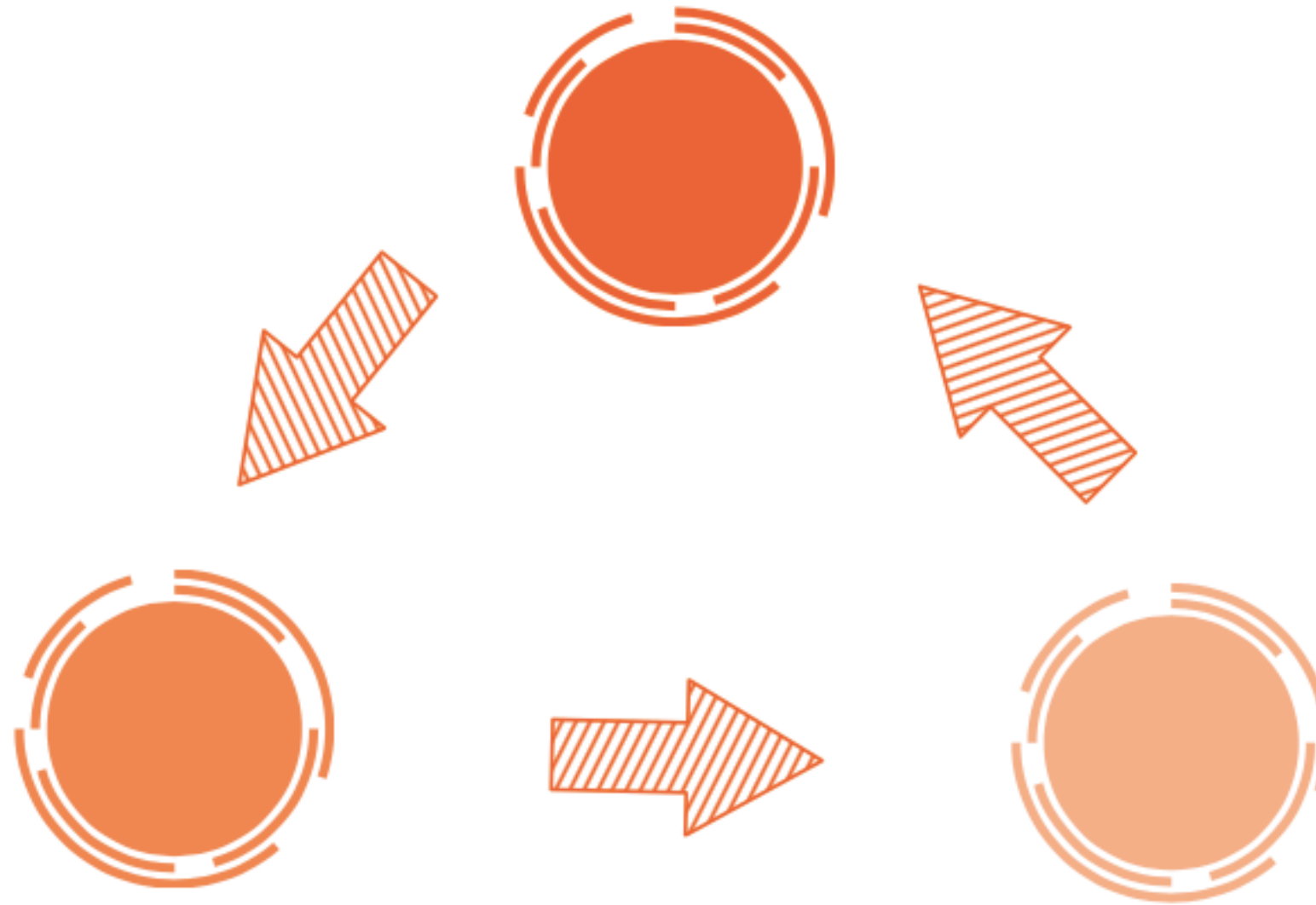
Moderator: Onur Koçan  
Koray Çalışkan  
Ariadne dos Santos Daher  
Evren Uzer

19<sup>th</sup> December 2020  
17:00-18:15

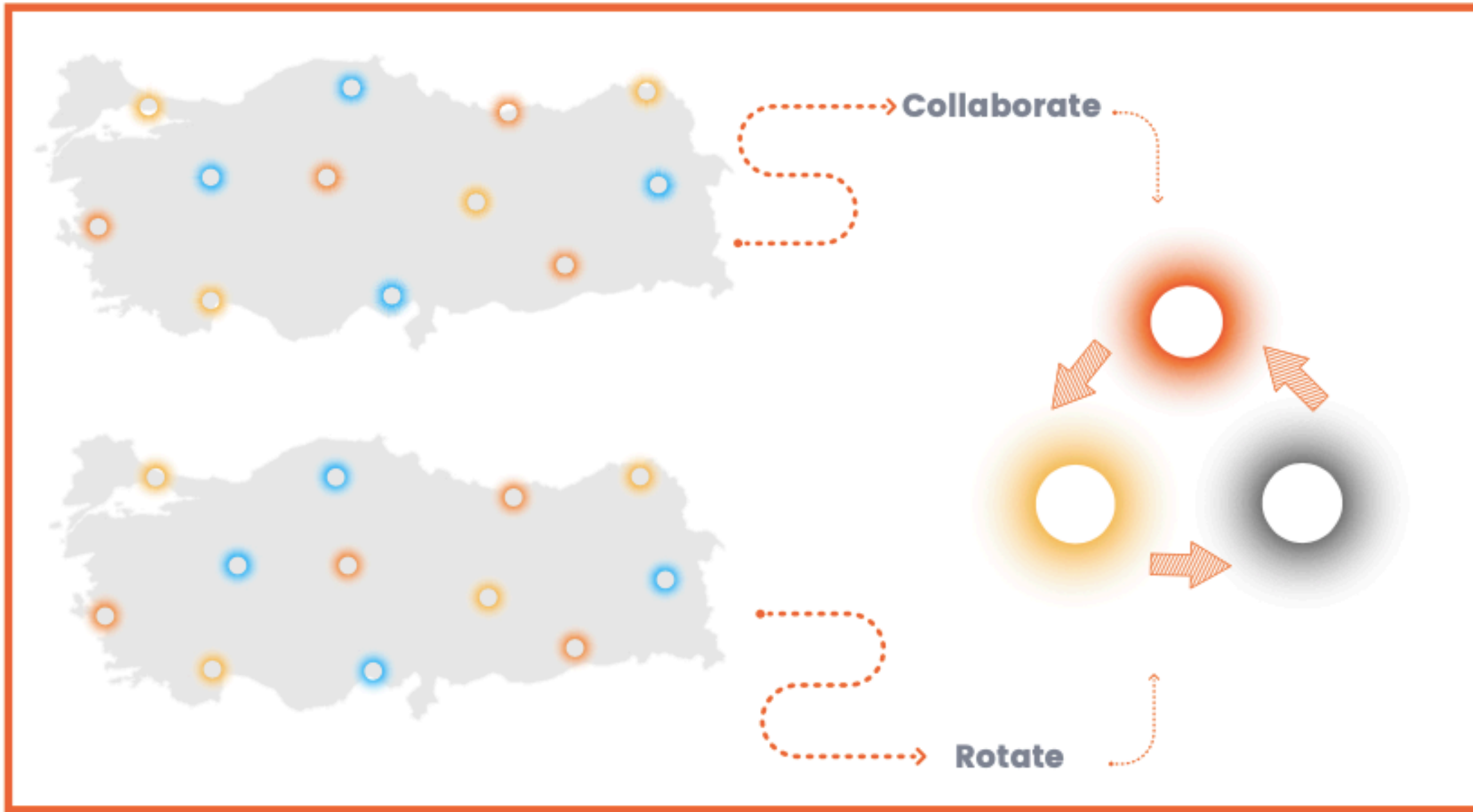
Access: <https://bit.ly/3gAEb79>  
Passcode: 983465



The screenshot shows the ENTA website's 'Community' page. The header includes the ENTA logo (Endüstriyel Tasarımcılar Derneği / Industrial Designers Association) and navigation links for 'Industrial Design', 'Who We Are', 'Events', and 'Membership'. There is also a language selector set to 'EN' and a 'CONTACT US!' link. The main content area features a video player with four participants. Below the video, the title 'Civic Service Design Panel' is displayed in red. A paragraph of text explains the theme of the event: 'The theme of Good Design İzmir this year is Common Future. As ENTA, we continue to support important design activities in our country with the Civil Service Design / Civic Service Design Panel. You can reach it from the events section.' At the bottom right of the page, there are logos for 'iyi TASARIM\_5 GOOD DESIGN İZMİR' and 'enta'.



THE SECOND STEP IS A CO-DESIGN SESSION TO CREATE BETTER, LONG-LASTING, AND SUSTAINABLE SOLUTIONS FOR PEOPLE'S WANTS AND NEEDS. THE CO-DESIGN SESSION PROVIDES A SPACE FOR LOCAL GOVERNMENTS THAT HAVE DIFFERENT IDEOLOGIES TO COLLABORATE. AS IT INVOLVES MULTIDISCIPLINARY TEAMS, IT ENCOURAGES WORKING ACROSS SILOS WITHIN THE ORGANIZATIONS AND AMONG VARIOUS STAKEHOLDERS. THIS CROSS-FERTILIZATION HELPS TO BUILD CAPACITY AND SOCIAL CAPITAL THAT CAN BE APPLIED TO PROJECTS. THE GOAL IS TO ELIMINATE THE POLITICAL BARRIERS AND MAKE LOCAL GOVERNMENTS WORK TOWARDS A COMMON GOAL.



THE FINAL STEP IS EXECUTION. THE HYPOTHESIS IS THAT LOCAL GOVERNMENTS FROM DIFFERENT POLITICAL PARTIES WILL WORK TOGETHER TO EXECUTE THE SOLUTIONS AND IMPLEMENT CHANGE. THE DESIGN THINKING PROCESS IS NOT A SILVER BULLET. BUT IT CAN BE AN INCREDIBLY POWERFUL PROCESS THAT HELPS GOVERNMENTS IMPROVE PUBLIC SERVICES AND MAKE THEMSELVES MORE RESPONSIVE TO SOCIETY, ESPECIALLY WHEN FACING COMPLEX PROBLEMS.

## STEP 5



REVISING THE PROPOSED DESIGN THINKING PROCESS BASED  
ON PILOT PROJECT OUTCOME

IMPLEMENTING THE REVISED DESIGN THINKING PROCESS IN  
DIFFERENT ORGANIZATIONS THAT STRUGGLE IN ADAPTING TO  
NEW CHALLENGES.

**DDO**



**BETTER ME + BETTER YOU  
=  
BETTER US**

**THANK YOU**

[WWW.ONURKOCAN.COM](http://WWW.ONURKOCAN.COM)

