

Click [here](#) to view this email in your browser.



[Deutsche Version](#)

Hello,
in this newsletter, we share our experiences collaborating with public institutions. We discuss the unique challenges that innovations in this field encounter and the excitement of seeing an initiative take off.

We hope reading this inspires you!

[/ Students](#)

[/ Professionals](#)

[/ Insight of the month](#) / [Sneak preview: next topic](#)

Our topic: Innovation in the public sector

Many cities across Europe are currently holding elections – and with them, a new way of thinking. In Germany, too, election results repeatedly show that the public sector is under pressure to change. Today's citizens expect more than just administration – they want participation, transparency, and real solutions.

[Read the editorial](#)



Maria-José Juarez

Program Lead

Academic Program at HPI d-school

From Mexico to Germany, María-José Juarez has turned policy into a playground for innovation. In this interview, she shares how Design Thinking brings humanity to bureaucracy – and why the public sector might just be democracy’s best kept secret.

Maria-José Juarez: *"My wish? Let's build safe(r) spaces for failure, learning, and iteration, just like we do in innovation labs, but embedded into real governance. Let's normalize experimentation in policymaking, not treat it like a risk no one wants to touch."*

[Read full interview](#)



Students

Who do we actually mean when we talk about “the public”?

In the ongoing Design Thinking Studio “Open Innovation” teams of students are working with partners from the **public sector on real-world challenges**. One central question that keeps arising is: Who is our target audience – and how specifically is it defined? Terms such as ‘citizen’ or “citizenship” sound clear, but in practice they are often vague.

If you also struggle with unclear target groups, try our little tool: a prompt that uses AI to help you sharpen your target group image.

[Go to prompt](#)



Our Academic Programs

Ready to think differently?

Discover our new programs for winter semester 2025

Want to go beyond just talking about problems and develop real solutions – together as a team with real partners from the field? Then you've come to the right place. In our programs at HPI d-school, you'll learn how to truly understand users, how good questions lead to new perspectives, and how ideas become innovations. Sounds exciting?



[See all programs](#)

Professionals

Agile working in public administration? It is possible – if you know how.

“Agility does not require chaos, but clarity.” This is a key insight gained by participants in our workshops from the public sector. It sums up what surprises many people: agile working and administration are not mutually exclusive. On the contrary, more and more public authorities are discovering how agile methods can help make complex processes more efficient, participatory, and effective.

In our “**Agile product management**” workshop, for example, administrative staff learned how structured decision-making processes can be combined with flexible working methods. One participant said after the workshop: *“It was only through the combination of theory and practical examples that I understood how the role of the product owner also works effectively in administration. For me, that was the turning point in my understanding of agility.”*

Curious? See below for a selection of workshops of interest to the public sector.



Offers for professionals

Workshop: Agile product management

From project to product

Date: July 17–18, 2025

Location: HPI d-school in Potsdam-Babelsberg

Language: Bilingual (English/German)

[Get more details](#)

Certificate program: Design Thinking Foundations

Dates: July 9–11, 2025 (German), September 3-5, 2025 (English), plus one module online self-paced

Location: HPI d-school in Potsdam-Babelsberg & online

[Get more details](#)

Workshop: From Design Thinking to agile development

Implementation in practice

Date: July 15–16, 2025

Location: HPI d-school in Potsdam-Babelsberg

Language: Bilingual (English/German)

[Get more details](#)

All workshops and programs



Insight of the month

Hot spots of change: where the public sector needs innovation most

Education, healthcare, and public administration are topping the public sector's innovation to-do list – our 21 poll participants made that loud and clear. Social security?

A quiet 5%.

So if you're leading in the public space, pack your tech skills, some courage – and maybe a compass to navigate the complexity with confidence (and a smile).



Sneak preview: next topic of the month

Tech & Leadership

What kind of leadership do we need to shape a future driven by rapid technological change? In the next issue of our newsletter, we explore how strong values, courageous decision-making and a deep understanding of emerging technologies like AI and quantum computing come together.



The newsletter is being published in preparation for the [Tech Leadership Conference](#) on July 17–18, 2025.

Issue: 05/2025

Check out our website: www.dschoo.de



Hasso-Plattner-Institut für Digital Engineering gGmbH

Prof.-Dr.-Helmert-Str. 2-3 | 14482 Potsdam

Tel: +49(0)331 5509 507

Amtsgericht Potsdam, HRB 12184

Managing Directors: Prof. Dr. Tobias Friedrich, Prof. Dr. Ralf Herbrich, Dr. Marcus Kölling

Newsletter subscription: [Link](#)

Feedback to the publisher: newsletter-dschool@hpi.de

[Unsubscribe from our mailing list](#)

[Data privacy policy](#)