

# CBS Public-Private Platform

Quarterly newsletter  
ISSUE 2 Summer 2012



## Welcome to the CBS Public Private Platform!

In this quarterly newsletter we aim to keep you up to date with our ongoing activities, and to encourage you to get involved in our work.

We have had a busy spring and we are truly excited to share all the news in this second edition of our quarterly newsletter.

Inside you will find the latest news and list of our latest publications. We will tell you about our latest and upcoming activities and visits and give you a full account of the platform's first Collaboratory, held in late May.

Enjoy,

The CBS Public-Private Platform

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# CBS Public-Private Platform news

## The Public Sector Reading Group

The Public-Sector reading group has been revitalized under the platform. The group is a reading/discussion group for PhD-fellows and Post Docs with an interest in contemporary rethinking and restructuring of public services. The topic is conceived broadly to include substantive issues such as the involving public sector and new technologies of involvement, health governance, the constitution of failure regimes, public-private partnering and so forth. The group meet once a month and Academic Director Paul du Gay chairs the sessions. If you want to more about the group, contact post.doc Anne Roelsgaard [ar.ioa@cbs.dk](mailto:ar.ioa@cbs.dk).

## Praise to “In praise of Bureaucracy”

Academic Director Paul du Gay’s book “In praise of Bureaucracy” has recently been translated and published in Spanish. The book, where Paul argues that bureaucracy has an important role to play in management, receives praises in the Spanish newspaper El Confidencial. The paper will shortly will be publish an interview with Paul about the book and more on his ideas on bureaucracy.

## CEMS PhD workshop

On 9-11 May 2012, a group of international public management scholars and PhDs will convened at CBS for a CEMS PhD Workshop on Public Management and Governance. Scholars present included Professor Michael Barzelay from London School of Economics, Professor Renate Meyer from WU-Wien and CBS, Professor Kuno Schedler from St. Gallen University in Switzerland and Associate Professor Tamyko Ysa from ESADE Business School in Spain. Renate Meyer and Tamyko Ysa are both members of CBS Public-Private Platform advisory board. Ph.D students came from Austria, Denmark, Spain, Switzerland and Spain. They presented projects on topics like outcome based management, public corporate governance, and public-private partnerships. The Doctoral Workshop was arranged by the CEMS Interfaculty Group on Public Management and Governance which is chaired by Academic Director Carsten Greve.

## Have you visited our webpage

It is full of exciting stuff!

It is were we post all the news and upcoming events on a daily basis.

You can read all about the strategy behind the platform and its goals and objectives in the next coming years.

You can read about our research activities and the affiliated projects. We have a publication menu, where you can download PP relevant publications from CBS researchers.

These are just some of the stuff that you will find on our page, so do check if out if you want to know more about both the platform and public-private relations in general.

[www.cbs.dk/  
publicprivateplatform](http://www.cbs.dk/publicprivateplatform)

Read the elaborated news notes on our webpage

# The Collaboratory 2012

*On May 30th-31st the CBS Public-Private Platform held its first Collaboratory on the theme: the mobilising of society. The Collaboratory brought together key figures involved in developing novel public policy thinking and practice in a range of areas with member of the Danish government, public and civil service, the business community, NGOs and academia.*

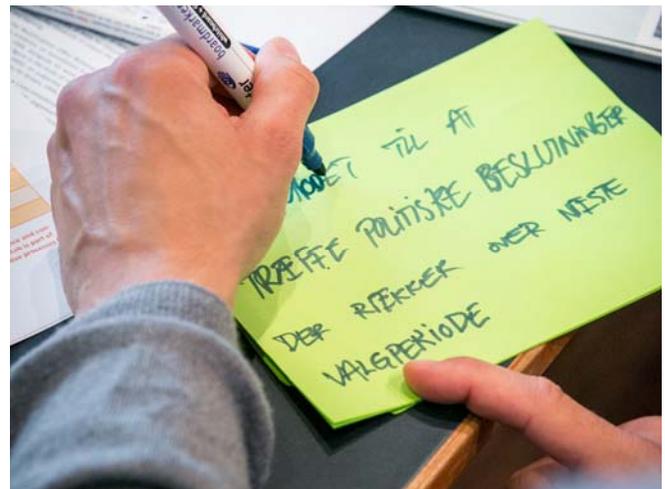


The conference started on the 30th where all participants picked up a name tag with a color-code and conversation card. The platform had asked the Danish public innovation unit MindLab to design interactive elements for the workshop. The color-code signaled which type of organization the participant represented and the conversation card suggested a question to start up a conversation about collaboration between the public and the private between people from other types of organizations.

During the workshop days participants could then tick off the boxes on the conversation card as they have talked to others. This was a gentle nudge (as David Halpern would put it) to ensure idea and knowledge exchange over the issue over public-private collaboration during the two workshop days.



Moreover participants were invited to share their ideas and thoughts on 'The wall of reflection', which grew in size and scope as ideas began to develop as result of conversations, presentations and break-out sessions.



# The Collaboratory 2012



The workshop allowed a great deal of interaction between the speakers and the participants. The speakers presentations were followed by a question & answers sessions, giving the participants the opportunity of hearing the speaker's thoughts on their ideas and reflections.



The question & answers sessions were followed by break-out sessions, where the participants were asked to fill out poster together and discuss different issues in groups. The groups were formed differently each time to ensure that new people and ideas continuously were put together.



They participants were asked to be especially creative in the 'nudge' break-out session, where they should create a storyline based on a chosen case, which was then illustrated by young Danish designers and later presented for the other groups.



# The Collaboratory 2012

*Five speakers were invited to present their ideas and notions on public-private collaboration with the focus on 'mobilisation of society'.*



## **Ida Auken: Involvement in Policy Making: Ensuring the Best Effects in Real Life**

Ida Auken, Danish Minister for the Environment, talked about the importance of including both the public, the private and the third sector in the development of environmental policies. She revealed the initial resistance of this when she first took office but also how it now has developed more coherent political initiatives. Because by including the different sectors in the development of the policies, she has experienced less resistance from the stakeholders, as they now know the foundation and the discussion behind the policies.

## **Tom Bentley: Creating long term change in contested political environments**

Tom Bentley, Deputy Chief of Staff to the Australian Prime Minister Julia Gillard, presented his ideas on how to create and sustain long term change in societies where the political decision-making and authority are fragmented and public trust in the political process is under pressure. Using recent Australian experiences as examples of this he also discussed parallels between Australia and Denmark and lessons about techniques and tools that can help shape long term change successfully.



## **David Halpern: Applying Behavioural Insights to Public Policy**

David Halpern, Director of the No10/Cabinet Office Behavioural Insight Team, gave his insights on 'nudge' and how the British Government is applying behavioral insights to policies. He gave the examples of how including neighborhood statistic of the repayment of owed taxes in tax letters resulted in a much higher willingness to pay back taxes and how the introduction of making people take a stand on organ donation when applying for a driver license has increased the percentage of organ donors.



## **Katie Schmuecker: Governing the local level in a period of Austerity and Big Society**

Katie Schmuecker, Associate Director of Institute for Public Policy Research North, talked about governing the local level in times of austerity and recession. She presented a graph showing that by the year 2022 the London Borough of Barnet will have no money left in their budget after the expenses to senior and child services. Katie Schmuecker argued that innovation must be at the heart of what local authorities do in order to face this and similar challenges in the not to distant future.



## **Christian Bason: Leading public design: Transforming welfare as we know it**

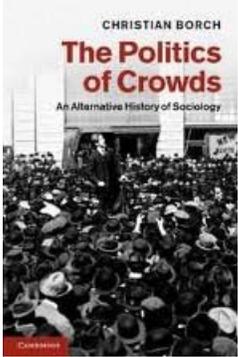
Christian Bason, Director of Innovation at MindLab, closed the workshop by presenting his ideas on transforming and innovating welfare through design— arguing that design both makes problems visible but also offers tools that can enable change. He gave different examples of how collaboration about design practices could take place, for example with the involvement of end-users in self-documentation or by co-designing of service and policy prototypes.



# CBS Public-Private Platform publications

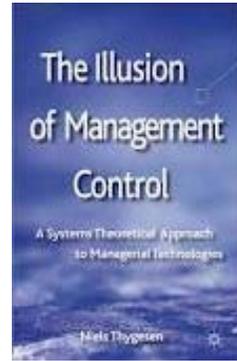
## The Politics of Crowds: An Alternative History of Sociology

By Associate Professor Christian Borch from CBS Department of Management, Politics and Philosophy and member of the Urban Governance cluster. The book attempts to bring new life to contemporary discussions of collectivities and collective dynamics by the destiny of sociological understandings of crowds and masses from the late nineteenth century until today. The book offers an alternative history of sociology and modern society, observed through society's other, the crowd. Borch shows that the problems of crowds is not just of historical interest: even today the politics of sociology is intertwined with the politics of crowds. The book is published by Cambridge University Press.



## The Illusion of Management Control

By Associate Professor Niels Thyge Thygesen from CBS Department of Management, Politics and Philosophy and member of the Shifting forms of governance cluster. The book looks at the reproductive effects of technology upon management and how system theory can help us understand this. It brings together a series of empirical cases that draw upon the work of German sociologist Niklas Luhmann. Each case singles out specific regulatory tools and explores how the paradoxes of control emerge within public organizations or efforts to organize the public. The book is published by Palgrave Macmillan.



## 12th Annual OECD Public Sector Accruals symposium

By Associate Professor Caroline Pontoppidan from CBS Department of Accounting and Auditing and member of the Public-Private Partnerships, Procurement and Outsourcing cluster. Two page conference review on the 12th Annual OECD Public Sector Accruals Symposium. The review is published in Journal of Government Financial Management summer 2012.



## Governing the City: From Planning to Urban Strategy

By Professor Martin Kornberger from CBS Department of Organization and member of the Urban Governance cluster. The article argues that strategy frames the contemporary epistemological space of urbanism: major cities across the globe such as New York, London and Sydney invest time, energy and resources to craft urban strategy. The article poses the question: what makes strategy such an attractive 'thought style' in relation to imagining and managing cities? The objective is to analyze strategy as socio-political practices that shapes city, an by extension society at large. The article is published in Theory, Culture & Society volume 23 (2).



# CBS Public-Private Platform publications

## Actor-network theory and tax compliance & Ethnography and tax compliance

By Research Fellow Karen Boll from CBS Department of Organization and member of the Shifting forms of governance cluster



in L. Oats (Ed.) Taxation: a Fieldwork Research Handbook. Whereas tax compliance is often understood in relation to taxpayer's behaviors, the newly published chapters emphasize that both actor-network theory and ethnography can be used to analyze tax compliance practices and how the means to comply

are assembled. The Book is published by Routledge.

## Statsfobi og Civilsamfundet: Foucault og hans arvingers blik på staten

By Associate Professor Kaspar Villadsen from CBS Department of Management, politics and Philosophy and member of the



Shifting forms of governance cluster with platform Advisory Board Member Mitchell Dean. The book is in Danish and looks upon the state as a series of practices and networks connecting actors, thus abandoning the distinction between the state and civil society. The authors dives into original texts by Foucault and argues that he himself sees

some necessity of the state in today's social context. The book is published by Nyt fra Samfundsvidenskaberne.

## It was the night with the long knives

By PhD Fellow Helen Ratner from CBS Department of Management, Politics and Philosophy and member of the Shifting



forms of governance. This article explores through ethnography how public servants identities are affected by organizational change. Using an organizational becoming perspective it studies the introduction of the private managerial tool Lean in a recently merged public logistic department. Lean divides the

department into two groups. And conflict arises. Later, another institutional change is introduced. Here, the employee attitude towards Lean change, now unifying rather than dividing the department. Rather than a professional-managerial split, the article concludes that the interplay between public-sector change and employee identity is shaped by the apprehension of uncertainty and related group conflicts. The article is published in the Public Management Review volume 12 (1).

# CBS Public-Private Platform activities

## Internet Politics seminar series

Associate Professor Mikkel Flyverboom from CBS Department of Intercultural Communication and Management and facilitator of the Internet, Business and Society cluster has started a seminar series on Internet Politics, sponsored by the platform. The series of seminars seek to capture the current status and workings of internet politics.



First seminar “ACTA, SOPA, PIPA and Public-Private relations” took place on the 11th of April. The seminar used the controversies over trade agreements such as SOPA, PIPA and ACTA to launch a discussion of the tensions and interesting configurations of forces currently seeking to shape the internet. At the seminar CEO, Lise Fuhr of Danish Internet Forum and the Founder of the think tank Bitburaeurt, Henrik Chulu joined were invited to help make sense of these developments.



The second seminar “Metapower and Information Technologies” took place on the 20th of April. At this seminar Professor J.P. Singh from Georgetown University talked about how new information and communication technologies transform power relations and global politics. Singh specializes in global governance, technology and development, specifically exploring issues of information technologies, intellectual properties, service industries, global deliberations and diplomacy, and cultural identity.

The seminar series will continue in the fall of 2012 with themes such as Big Data—The information Economy and digital governance.

## Idea-creating seminar series



Professor Niels Åkerstrøm Andersen from CBS Department of Management, Politics and Philosophy and facilitator of the cluster Shifting forms of public governance has initiated a seminar series within the cluster.

The idea is that at each seminar at least three speakers will present their idea about a subject. Discussions will be about exploring problems and alternative formulations of problems in a positive manner. Focus will be on idea-creating—and not on operationalization and implementation.

The seminar series kicks off in June, where Niels Åkerstrøm Andersen, Associate Professor Kaspar Villadsen and Associate Professor Camilla Sløk will open the seminar with a discussion of the “the Paradox of the State”. The seminar series continues in the fall of 2012 with themes such as management of ignorance, boundaries and personal privacy.

## Funding

CBS researcher can apply the CBS Public-Private Platform for funding to projects, seminars, research assistance etc.

We have impressed by the level of interest and ambitions from CBS researchers thus far and we are looking forward to the next round of applications to be handed in the **14th of June.**

# CBS Public-Private Platform activities

## Co-creation conference



Assistant Professor Rex Degnegaard from CBS Department of Management, Politics and Philosophy and member of the Urban governance cluster held a Co-creation Conference together with Danish Design Association on the 25th of May at CBS. The conference focused on the increasing importance of co-creation across sectors and disciplines, as co-creation is seen to hold huge potential for solving some of our most demanding challenges in society. Rex Degnegaard presented an overview of the field at the conference. Leading scholar and practitioner within the field of co-creation, Banny Banerjee from Stanford University d. School, came to the conference to give a keynote on the issue and to engage in the debate with the practitioners, experts, designers and business professionals attending the conference.



## 12th Annual OECD Public Sector Accruals symposium



As a integral part of exploring International Accounting Standard setters and financial reporting in the private and public arena and its diffusing boundaries Associate Professor Caroline Pontoppidan from CBS Department of Accounting and Auditing and member of the Public-Private Partnerships, Procurement and Outsourcing cluster attended the 12th Annual OECD Public Sector Accruals symposium of the OECD on March 8th-9th. The event was attended by more than 60 delegates gathered to hear presentation on accounting standards and financial reporting in the public sectors. Organizations such as the International Monetary Fund (IMF) and the Statistical Office of the European Commission (EUROSTAT) attended and were drivers in discussions on accrual accounting in the public sector.

## Platform Director gave presentation in the context of the Danish Presidency of the EU

Platform Director Carsten Greve presented before the European Civil Servants on the 27th of February. The talk was titled 'Ideas and reforms in Public Management and administration', where Carsten among other things talked about the public-private partnerships. The target audience was members of European Public Administration Network's (EUPAN) Innovative Public Sector Services Group (IPSG). The is chaired by the Danish Minister of Finance of the period of the Danish Presidency. The presentation took place at Eigtveds Pakhus, the Danish Government's conference center in central Copenhagen.



## Public Procurement days



Public Procurement Days took place on the 9th-10th of February at CBS and was organized by the CBS Law Department in cooperation with the Danish Competition- and Consumer Authority. Organizer of the conference and facilitator of the Public-Private Partnerships, Procurement and Outsourcing cluster Christina Tvarnø reported that the conference was a great success with its more than 140 participants from legal and economic research, business Europe and the legal profession, who together created new ideas of how to improve procurement in the future. The conference was opened by Danish Minister of Business and Growth, Ole Sohn. A conference book comprising of all presentations and papers will be published before the negotiations of the new directives are concluded and will be sent to the EU Commission and Chairmanship.

# CBS Public-Private Platform calls

## **Call for abstracts - Theory Building at the Intersections of Organizing, Communication and The Public Private Debate on the 6th of September 2012**

All are kindly invited to submit abstracts for working papers before the 15th of June. Full working papers are expected to be presented at the workshop in September. The goal of the workshop is to explore ways in which organizational communication scholarship theorizes organizational and social challenges differently. Workshop participants will present working papers that highlight ways in which organizational communication theory speaks to or alter the way we understand public-private relations. Drawing on various streams of empirical data, these scholars will demonstrate how the public-private dichotomy is experienced by organizational members (on both micro and macro levels) and offer ways in which we can theorize this experience differently.

The workshop will be organized so as to encourage discussion from panelists as well as audience members with the aim of creating a special issue of the workshop papers edited by Robyn Remke (Copenhagen Business School and member of the Shifting Forms of Public Governance cluster), Tim Kuhn (University of Colorado, Boulder) and Dennis Mumby (University of North Carolina, Chapel Hill).

The workshop is sponsored by the Public-Private Platform. Contact Robyn Remke for any questions concerning the workshop and **please submit your abstract to by the 15th of June to Robyn ([rr.ikl@cbs.dk](mailto:rr.ikl@cbs.dk))**.

## **Call for abstracts - Body, Public Health & Social Theory on the 2nd-4th of April 2013**

We are today witnessing a growing interest on body issues in Western Society. The focus includes how individuals' bodies are shaped in alignments with dominating neoliberal ideas in society. This focus also includes how governments shape population health, and also outside of government offices public health, health promotion and disease prevention have become organizing tropes for ongoing reconfigurations of human life and the body. This conference wishes to analyze how individuals, public health interventions, media and politicians attempt to regulate, govern and transform human bodies, behaviors and practices in a wide range of fields. The conference wishes to help stimulate a fruitful engagement between sociological/anthropological analysis of the body, public health research and research conducted within social and human sciences that focuses on public health and social theory.

Papers that address the following issues are especially welcomed: 1) the human body in a sociological/anthropological and public health studies, 2) the (bio)politics, ethics and morality in public health, 3) welfare and the marketization of public health/the body, 4) media, politics and the body, 5) the 'neuro-turn' in public health science and 6) the new contemporary trends in medical interventions (e.g. nudging).

The conference is sponsored by CBS Department of Organization with support from the Centre for Intervention Research in Health Promotion and Disease Prevention, National Institute of Public Health, University of Southern Denmark and the Public-Private Platform.

**Please submit your 8000 words abstract by the 1st of November ([bodysocial.ioa@cbs.dk](mailto:bodysocial.ioa@cbs.dk))**.



## CBS Public-Private Platform visits

### **Richard Swedberg, Cornell University**

Richard Swedberg visited CBS Department of Organization and the Public-Private Platform on the 19th of March to talk about 'From Theory to Theorizing'.

Since World War II methods have advanced very quickly in sociology and social science, while this has not been the case with theory. Richard suggested in his talk that one way of beginning to close the gap between the two would be to focus on theorizing instead of theory. The place, where he believes, that theorizing can be used in the most effective way is in the context of discovery.

Richard Swedberg is Professor at Department of Sociology at Cornell University. His primary interest includes economic sociology, law and economy as well as (classical) sociological theory.



No less than 130 people attended the lecture, both from inside CBS and outside.

### **Sheila Jasanoff, Harvard University**



Sheila Jasanoff visited CBS Department of Organization and the Public-Private Platform on the 15 of May to talk about "Cosmopolitan Knowledge for an Uncertain World". Sheila discussed how come it is easier to persuade people that the Danish restaurant Noma deserves the accolade 'best in the world' than that the IPCC's consensus on climate change is the best that environmental science can offer. Sheila argued that we need to retheorize the constitutional position of science in the contemporary global order to build the kind of cosmopolitan knowledge that can resist global skepticism and distrust.

Sheila Jasanoff is Pforzheimer Professor of Science and Technology Studies at the Harvard Kennedy School. Her work explores the role of science and technology in law, politics and policy of modern democracies, with particular attention to the nature of public reason.

More than 80 persons attended the lecture. More than half of the attendees came from other universities.

### **Upcoming visits**

In September 2012 Charles Perrow, Emeritus Professor at Yale and Visiting Professor at Stanford, will visit the Platform and Department of Organization.

In September/October 2012 Ian Hunter, Emeritus Professor at The University of Queensland will visit.

In October 2012 Alon Harel, Professor from Hebrew University of Jerusalem will visit.



## Upcoming events

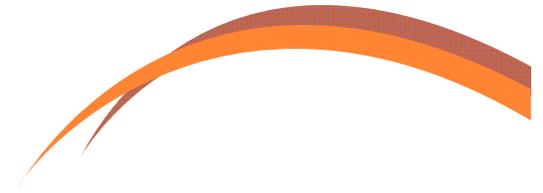
### Partnership2012 (June 10th-12th)



CBS will host Partnership 2012—Business + NGO. The Public-Private Platform is one of the sponsors behind the conference. The conference seek to connect businesses and NGOs in discussion about the possibilities of partnerships. Former UN Secretary General Kofi Annan is keynote at the conference. The platforms very own Paul du Gay and Carsten Greve will also present at the conference. Find more information and sign up on: [www.partnership2012.dk](http://www.partnership2012.dk).

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