



# Never stop daring

Reykjavík City's digital transformation journey





# How it started

- Department of Service and Innovation founded in 2019.
- The 4<sup>th</sup> industrial revolution.
- Our goal: to move the city of Reykjavik into the future.
  - Lead digital transformation
  - Service design thinking
  - Based on Reykjavik's service policy
- First major digital transformation project.
  - Financial Aid
  - Web system of the year 🏆

 Umsókn um fjárhagsaðstoð

## Hæ Árni!

Við þurfum að fá þig til að renna yfir nokkur atriði og gefa upplýsingar um búsetu og greiðslur yfir síðustu 2 mánuði, ef einhver, til að reikna út aðstoð til útgreiðslu í byrjun maí.

Þetta tekur nokkrar mínútur og þú getur alltaf lokað og haldið áfram seinna.

Ertu til núna?

Já, gerum þetta

Nei, klára seinna



ÍSLENSKU  
VEFVERÐLAUNIN

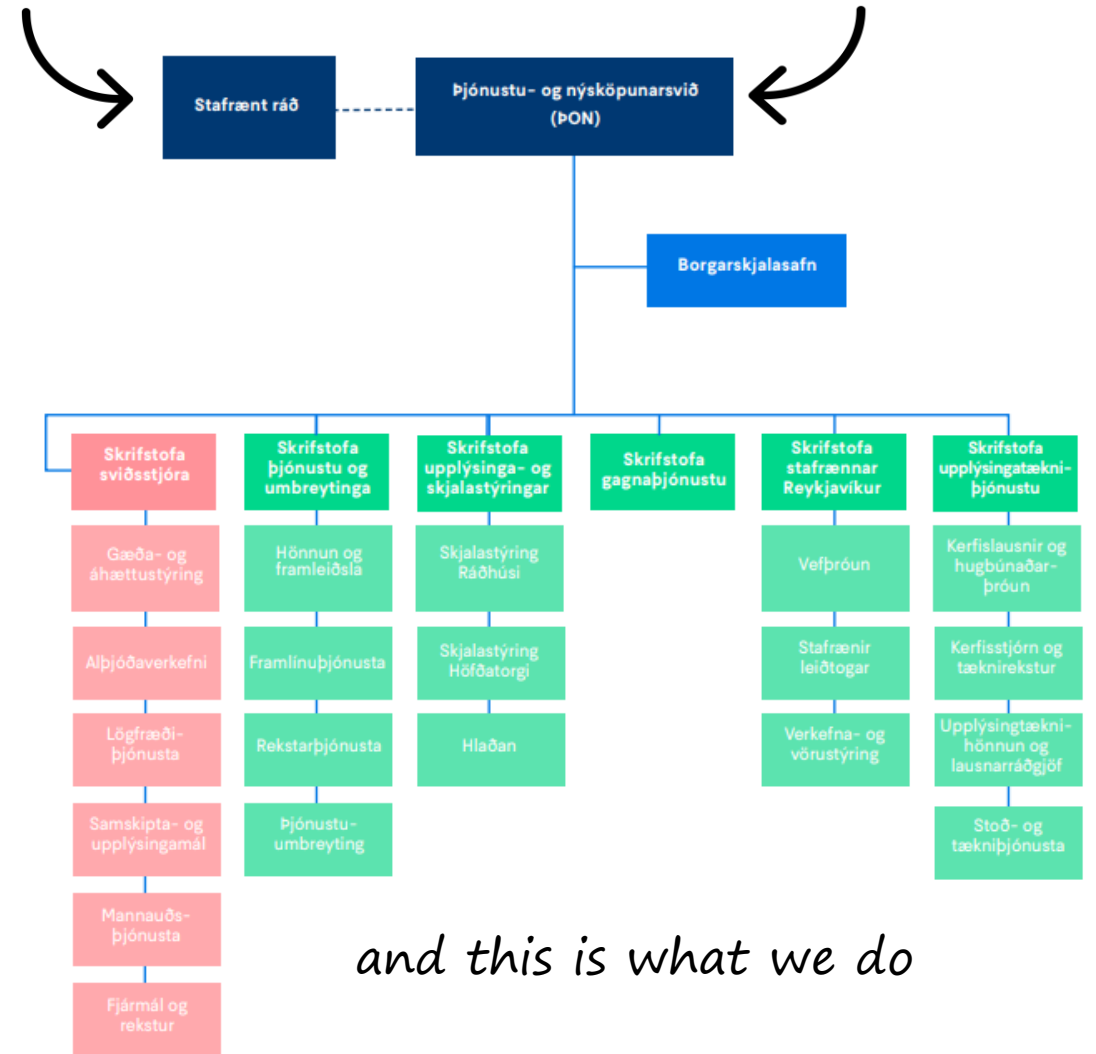


# How it's going

- (COVID)
- Major investment plan 2021-2023
- Today, around 200 employees.
- Three guiding lights:
  - User-centred service 🤝
  - Digital transformation 💡
  - Culture hacking ✨
- Digital council 2022.

*digital council*

*this is us!*



*and this is what we do*



# But why?

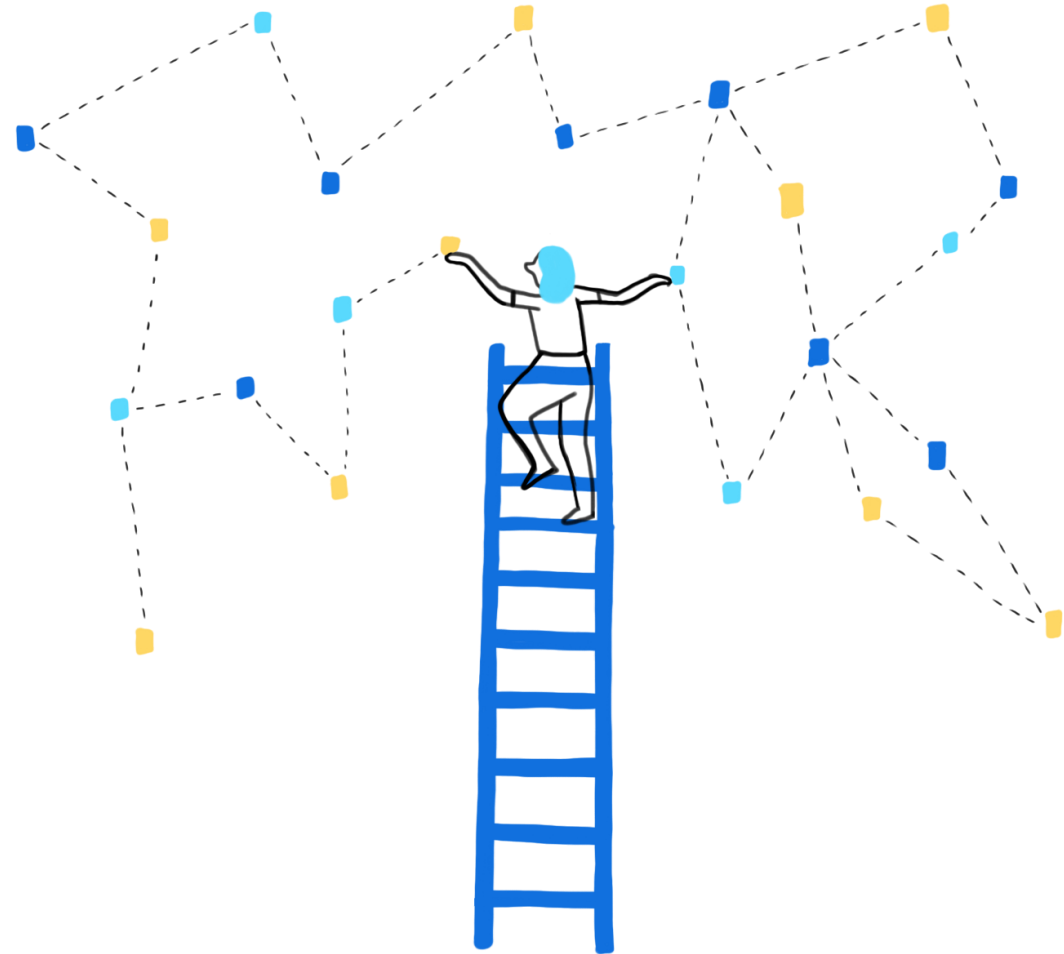
- Why digital transformation?
- Expectations change.
  - What did people expect five years ago?
  - How about five years from now?
- City services should be available at all times, wherever you are.
- Even if it costs money, it drives optimisation and changes everywhere.
- **Digital just is.**





# What we wish we knew

- Long-term vision.
- Not just a short-term effort.
- Define your North Star ✨
- Achievable roadmap.
- Onboard stakeholders ASAP.
- Methods:
  - Service design.
  - Storytelling.






# What we learned

- Don't hold onto things for no reason.
- Nothing is irreplaceable.
- Ask questions.
- Find the friendly dinosaur.
- Don't listen to the haters.
- Don't let the past wear you down.



*We've  
already  
tried that!*



*This is how  
it's always  
been done!*



# What to keep in mind

- Define your ✨ Utopia ✨
- Take one step at a time – small, achievable tasks.
- Is your infrastructure ready?
- Map out your technological debt.
- Get key stakeholders on board.
- Be courageous.
- Just start.





# Working with the state

- No direct links.
- Same atmosphere and methods.
- It's good to know that we are going in the same direction.
- Our solutions are on their platform and vice versa.
- Re-use what is sensible.







# So what's the difference?

## Digital Iceland.

- State.
- Works like an independent agency for other government institutions run by the state.
- Limited in-house design or development, mostly outsourced.

## Department of Service and Innovation.

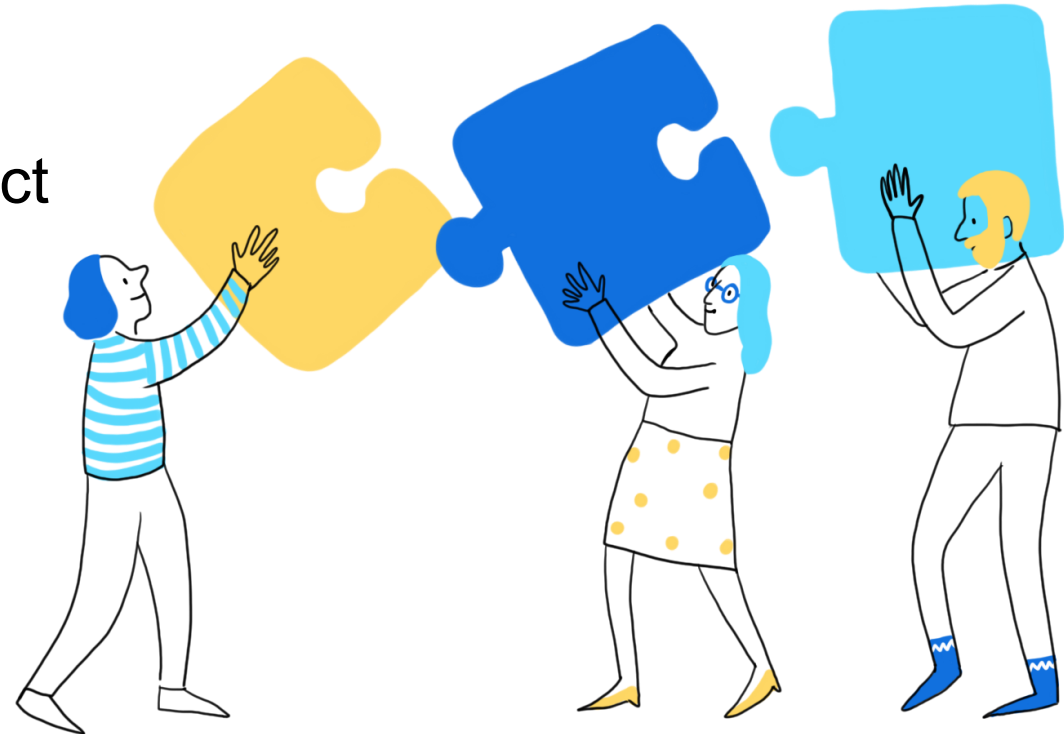
- City.
- Has other ongoing day-to-day operations.
- Digital leaders work with other departments to find opportunities for digital transformation.
- In-house design and development as well as outsourcing.





# Working with other municipalities

- Not a fair comparison.
- Reykjavik houses approximately 1/3 of Iceland's population and is the capital.
- The association of Icelandic municipalities has little or no direct influence on Reykjavik's digital transformation.





# Never. Stop. Daring.

ALDREI HÆTTA ÅÐ ÞORA





Reykjavík