

Vienna Lighting – Teaching Note

While she was thinking, Thomas, a member of her staff, a recent graduate from the Erfurt School of Public Policy, asked, “what actually is the public value we provide? And why are we more effective and efficient in providing it than the private sector?”

It took Susanne two seconds to think, but then she said, “our output is light, but our public value lies in increased public security, the reduction of traffic accidents, and aesthetics.” At that moment, everybody clapped. She continued, “Well let’s make what we know more explicit so that all of our stakeholders will understand, because being effective and efficient alone is not enough anymore.”

Susanne would have to explain why lighting should stay a public entity even in times of scarce resources and bias towards viewing the private sector as a more efficient and responsive provider of services.

Frameworks:

Strategic Triangle (Mark Moore)

Private Public Tradeoffs