

TACKLING CRISES

BY RETHINKING SERVICES IN THE CULTURAL AND CREATIVE SECTOR

NEWSLETTER

APRIL 2022



COVID-19 has created an urgent need to find new solutions for businesses, products and services in cultural and creative sectors. The need to innovate services and products goes beyond the current pandemic as new situations and crises emerge and society continues to change at an increasing pace. Hence service innovation and foresight are needed. The ServiceDigiCulture project approaches these challenges by means of Service Design.

The ServiceDigiCulture project approaches challenges to the cultural and creative sectors by targeting the ability of the sector's companies and workers to rethink and innovate both services and products as a way to find novel, sustainable, alternative solutions to support their livelihoods in times of change and crises. An online training and practical toolkit will be developed during the project to support the cultural and creative sectors in this and will also take digitalisation into account when appropriate.

The main method used for service innovation in ServiceDigiCulture is service design. It is one of the design approaches that help to tackle blurry and wicked problems and questions, and uncover the unexpected. It also takes customers and users into consideration and often provides solutions which are more targeted and resource-friendly. As customers and users are increasingly savvy in their consumption, and also constantly bombarded by different suggestions of how to consume and use their time, taking customers into consideration while rethinking services is essential. Service design helps in this and also in understanding entire ecosystems and foreseeing future activities.

The ServiceDigiCulture online training and toolkit will be supported by instructional handbooks for learners and trainers, and a sustainable strategic foresight guide to create readiness to foresee and react to societal and sectoral changes using service innovation.

TOOLS TAILOR-MADE TOOLS FOR THE CCS SECTORS



The saying “one size fits all” does not apply when it comes to training materials. The characteristics and situations of the sectors as well as their readiness for issues at hand are important to take into consideration. A starting point in developing the ServiceDigiCulture training and toolkit was to investigate how familiar the cultural and creative sectors are with service design and service innovation and what perceptions they have. Whilst investigating elements to help us define the ServiceDigiCulture competency framework, we identified the following five main challenges and five main opportunities:

Challenges

People working in cultural and creative sectors are not very familiar with service design and service innovation. How can this gap be narrowed?

Small size of companies, e.g. micro companies and sole entrepreneurs. Many are working alone. How can they collaborate and workshop?

Limited resources, including time, people and money.

A heterogenic sector with versatile products of a broad range.

Fixed mindset and perceptions, including potentially being protective of their own ideas and products.

Opportunities

People working in cultural and creative sectors already listen to customers and users and adapt their offerings based on feedback. Customer and user orientation is important in service design.

They already use some service design methods, such as brainstorming and trial and error.

Digitalisation.

Creativity and open mindset.

Open to different forms of learning and online learning.

These are some elements that create leading thoughts for the development of the toolkit and training. **Read more about the findings on [The Service Competency Framework Report](#).**

WHAT WILL HAPPEN NEXT?



During the first phase of the project, we investigated 12 service design process models and design thinking process models which can be used for service design, and defined our own service design process model for the ServiceDigiCulture online training and toolkit for cultural and creative sectors. It is called CREATE, and in its phases and tools it takes into consideration options for both working alone and team work. Read more about the CREATE service design model in our next newsletter coming soon.

**FOLLOW US AND TAKE PART IN
EVALUATING AND DEVELOPING
THE TRAINING AND TOOLKITS!**



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THE ACTIVITIES OF THE NEXT MONTHS IN THE PROJECT WILL BE:

**Validation of the
ServiceDigiCulture (SDC)
competency framework**

**Finalising and validating the
SDC training
outline/curriculum design**

**Preparing the first version of
the training materials and
toolkit to be tested in autumn
2022**

**Starting the development of
the Handbooks for
Implementing SDC Training**

**Starting the development of
the Sustainable strategic
foresight guide for CCS sectors**



ABOUT THE PROJECT

The ServiceDigiCult project aims to create an online training and toolkit of service innovation for the cultural and creative sectors in order to foster their service innovation and development into novel and sustainable solutions which can also be provided digitally. Hence, the project uses creative methods to tackle the challenges of the CCS sectors. Training will be supported by handbooks for learners and trainers on how to use the training and toolkit, and a sustainable strategic foresight guide to creating readiness to foresee and react to societal and sectoral changes using service innovation. The training methods will combine, for example, the toolkit, text, videos/webinars, examples, and empathy-and user-based tools.

Full name:

Digital and Sustainable Service Innovation for the Cultural and Creative Sectors

Duration:

1.6.2021 – 31.5.2023

Partners:

Fundacja Rozwoju Aktywnosci Miedzynarodowej i Edukacyjnej – FRAME (Poland), EUROPEAN CENTER FOR QUALITY OOD (Bulgaria), INOVA CONSULTANCY LTD (UK), CLUB 9000 (Bulgaria), Österbottens Hantverk rf (Finland), Vaasa University of Applied Sciences (Finland; coordinator)

