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RELEVANT STAGES

Test: Trial

Apply: Launch

STRENGTHS

Knowledge transfer, Training,

Design-led service innovation

PROJECT TITLE

Service design capability in Silesia, Poland

CLIENT

Design Silesia, Silesia, Poland

DESIGN SUPPLIERS

PDR, Cardiff Metropolitan University, UK

LAUNCH DATE

Unknown

USEFUL LINKS

www.theservicedesignprogramme.org

SERVICE DESIGN FOR LOCAL AREAS

SUMMARY

Design Silesia, the design centre that supports and promotes the design industry in Silesia undertook a project for the application of service design in the public sector. A team from PDR centre in Cardiff was invited to establish a framework, process and set of tools to use with public bodies for Polish designers. After an intensive workshop, the designers from Poland acquired the skills and experience to deliver their own project in Silesia.

INSIGHT

Following a series of successful projects with the private sector, the team of Design Silesia wanted to develop a project for public sector service design. To ensure that local expertise was developed and the aim was to create a team of skilled and experienced service designers in the region of Silesia.

APPROACH

Design Silesia invited a team from PDR to establish a framework and a set of tools that were taken from a rapid-service innovation process called "The Greenhouse". An application process was created to select a team of designers and three public bodies where the demonstration projects would take place. The selected team then attended an intensive week of workshops, seminars and training at PDR's Design Centre, where the team applied the tools and processes to a live project. The team from PDR provided mentoring to the designers in Poland overseeing the demonstration projects with public bodies in Silesia.

OUTCOME

The outcome was the development of a cost effective model for international knowledge transfer, which ensured that service design skills developed on the project stayed in the region and the project could be replicated and scaled-up. Moreover, three new service concepts were designed for public bodies in Silesia and Design Silesia was awarded the 2012 Design Management Europe award for public services. Service design capability was established in Silesia and Design Silesia was established as the leading body for design-led service innovation in Poland.