



**DESIGN WORKSHOP  
TRIESTE, NOVEMBER 19<sup>TH</sup> 2018**

## TODAY'S AGENDA

Introduction – Who we are and what we want to achieve: a pathway

Where we are:

- *Recap of the last workshop (bootcamp)*
- *What we will do today – a Collaborative «Design Workshop»*
- *The approach: CHIMERA tailored «Service Design» methodology*

Group work #1: from priorities to needs, from needs to service ideas

Group work #2: «Service Design»: from service ideas to service prototypes

- - - At around 15.45: Coffee break - - -

Extended Plenary session: sharing the outcomes

Conclusion and take home messages

## WHO WE ARE

Alberto Baldi – bioPmed Cluster Manager – Cluster International Expert – ESCA Gold Label Expert

Fabio Arfaoli – bioPmed Communication & Community Manager – Group Facilitator

## WHAT WE WANT TO ACHIEVE

Starting from the priorities identified in the last workshop, formulate related practical «needs» and then imagine, share, co-design and prototypize examples of «cluster services» which can properly respond to the needs.

This would represent the basis for setting up a realistic and demand driven «service platform» to be offered to the cluster members by the future cluster, mainly through its cluster managing organisation.

## OUR TOOLS

YOU!

Our Experience & Methods

3 workshops: a Bootcamp (done on October 17th), a Design Workshop (TODAY!), an Innovation Camp (January 2019)

## RECAP OF THE FIRST WORKSHOP...

We talked about:

- *Cluster development: cornerstones of good cluster management (commitment, strategy, team, money, control, activities and services, communication)*
- *Focus on services and needs → examples*
- *International benchmarking → what are the others doing? 10 examples*

Open discussion on what is needed **IN THIS REGION** and in **THIS SECTOR**

→ Definition and selection of the **top priorities**:

## **SIX MAIN AREAS OF ACTIVITY**

## Main «raw» priorities identified

**TRAINING:** *mapping of training needs, key competences needed by the sector, training on-demand and appropriate trainers to be found, updating and life-long learning aspects of the sectoral workforce.*

**COOPERATION:** *identify common topics to work on, a method to do that and a physical or virtual space to discuss and share projects and develop new products.*

**BUSINESS DEVELOPMENT:** *identify how technological and market trends could represent opportunities or threats for a specific business*

**PROMOTION OF THE LOCAL SYSTEM:** *join forces and create the necessary critical mass to overcome regional and national borders and increase visibility towards core stakeholders at national and international level*

**COMPETITIVENESS:** *Building critical mass in order to address new markets increases competitiveness. Acknowledging differences and complementarities between the local players helps to better understand the market and be competitive.*

**CONTINUOUS UPDATING:** *life-long learning cannot be skipped and the present knowledge always needs to be updated according to the needs. To do this within a cluster allows to improve and to better deal with the external world.*

We did some elaborations and come out with a **short list** of 4 main priorities to work on

**Cooperation:** e.g. sharing of information about local players, networking, creation of opportunities to meet and know each other, support for partner search for projects and initiatives, access to funding

**Strategic Support:** e.g. analysis and identification of technological and market trends, access to innovation, identification of technological needs and business opportunities

**Knowledge transfer and training:** e.g. organisation of seminars and workshops, training courses, networking and twinning with universities and research institutions

**Promotion and marketing:** e.g. creation of a common brand, promotional actions and positioning of the local system and of its players

# Questions?

# And now?

Now we will start from those priorities to develop our «co-creation session» !





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## What's a Living Lab?

Living Labs operate as intermediaries among citizens, research organisations, companies, cities and regions for **joint value co-creation**, to design ideas, tools and services that will address local challenges.

## ...and which is our challenge?

We are going to co-design realistic and demand driven «service platform» to be offered to the cluster members by the future cluster managing company.

## ...a (very) quick introduction to Service Design?

### Definition of Service Design

The activity of **planning and organizing people, infrastructure, communication and material components** of a service in order to improve its quality and the interaction between service provider and customers.

### Principle of Service Design

**User-centered**, through understanding the user by doing qualitative research

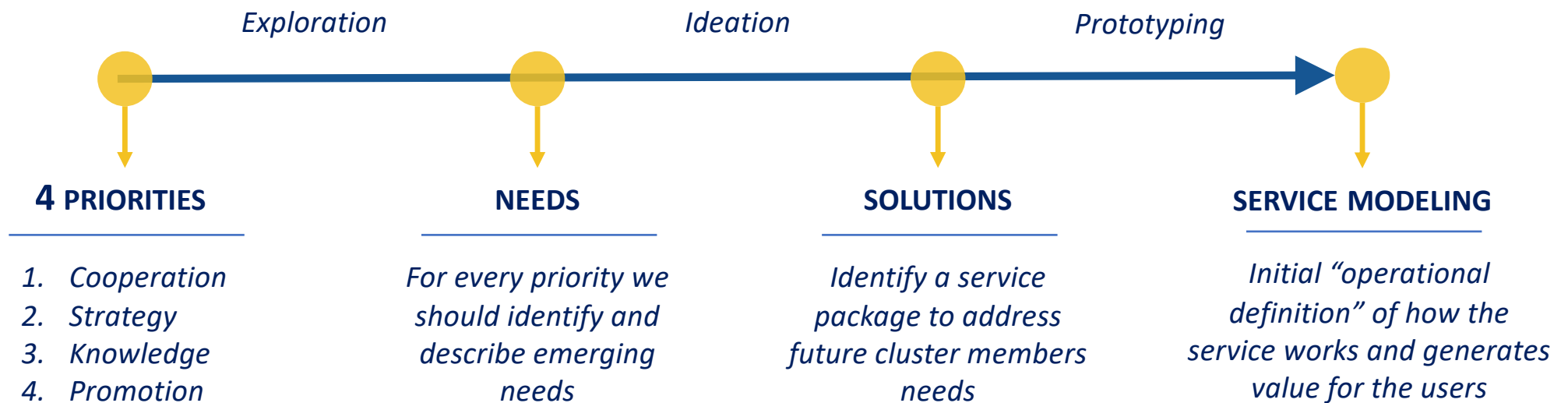
**Co-creative**, by involving all relevant stakeholders in the design process

**Sequencing**, by partitioning a complex service into separate processes

**Evidencing**, by visualizing service experiences and making them tangible

**Holistic**, by considering touchpoints in a network of interactions and users

## Our Service Design journey



## From priorities to services: the Brain Storming stage

### USERS

Identify the *actors* potentially involved in the Cluster (e.g. SMEs, Research Center, Public Agencies,...)

Who will be the users of the cluster service platform?

Which type of organization could take advantage from its specialized service platform?

Vfx agencies

Digital broadcast platform

### NEEDS

Identify the *needs* (of listed actors) related to the priority you are working on.

Wich kind of needs could be addressed by the new service platform?

Are they common needs of organization specific need?

R&D Project partner

Public Funding

### SERVICES

Propose a list of *services* that can be activated to respond to the needs you pointed out.

Networking  
caffè

Tech.  
Scouting  
Reports

EU projects  
Help Desk

Tematic  
workshops

## From priorities to services: the Wrap-Up stage

NEEDS	SERVICES	Relevance
<p><i>Common Needs</i></p> <p>List the identified common needs, from the most significant to the marginal ones. E.g.:</p> <p>Common <b>Need 1</b></p>	<p><i>Common Services</i></p> <p>Identify (at least) a common service for any common need</p> <p>Common <b>Service 1/a</b></p> <p>Common <b>Service 1/b</b></p>	<p><b>M</b> = Must-Have</p> <p><b>I</b> = Important</p> <p><b>S</b> = Secondary</p>
<p><i>Specific Needs</i></p> <p>List the identified <i>organization-specific</i> needs, from the most significant to the marginal ones</p>	<p><i>Specific Services</i></p> <p>Identify (at least) a service for any need</p>	

## From priorities to services: the Modelling stage

SERVICE DESCRIPTION		SERVICE DELIVERY		
<b>Users</b> <i>Who will be the service users?</i> <i>Who are the most important users?</i>	<b>Service proposition</b> <i>Why would someone use the service?</i> <i>What value does the service bring?</i>	<b>Actors</b> <i>Who will be involved in delivering the service?</i> <i>Who will be the key partner suppliers and stakeholders?</i>	<b>Key activities</b> <i>Which activities are required to deliver the service?</i> <i>Which are the most important activities?</i>	<b>Resources</b> <i>Which resources (e.g. time, money, internal or external expertise, are required for delivering the service?</i>
		ASSESSMENT		
<b>Channels</b> <i>Through which channels (e.g. online, events, one-to-one, help desk...) should the service be available? Which channels are the most cost effective? Which channels are users like to favor?</i>	<b>Usage</b> <i>What happens</i> <i>How should users use the service?</i> <i>How frequently will the service be used?</i>	<b>Challenges/Risks</b> <i>What challenges do you foresee.</i> <i>Which are the main risks?</i>	<b>Expected impact</b> <i>How will the service impact cluster actors competitiveness and innovativeness?</i>	<b>KPIs</b> <i>Which KPIs can be used to track the performance of the service?</i>