

# NEWSLETTER 2

December 2022



ServiceDigiCulture

ServiceDigiCulture is funded under Erasmus+ Cooperation for innovation and the exchange of good practices, Strategic Partnership for Adult Education.

ServiceDigiCulture project aims to tackle the challenges created by COVID-19 by developing skills of unemployed, employed, self-employed and micro and small organisations in the cultural and creative sectors.

ServiceDigiCulture project will 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.



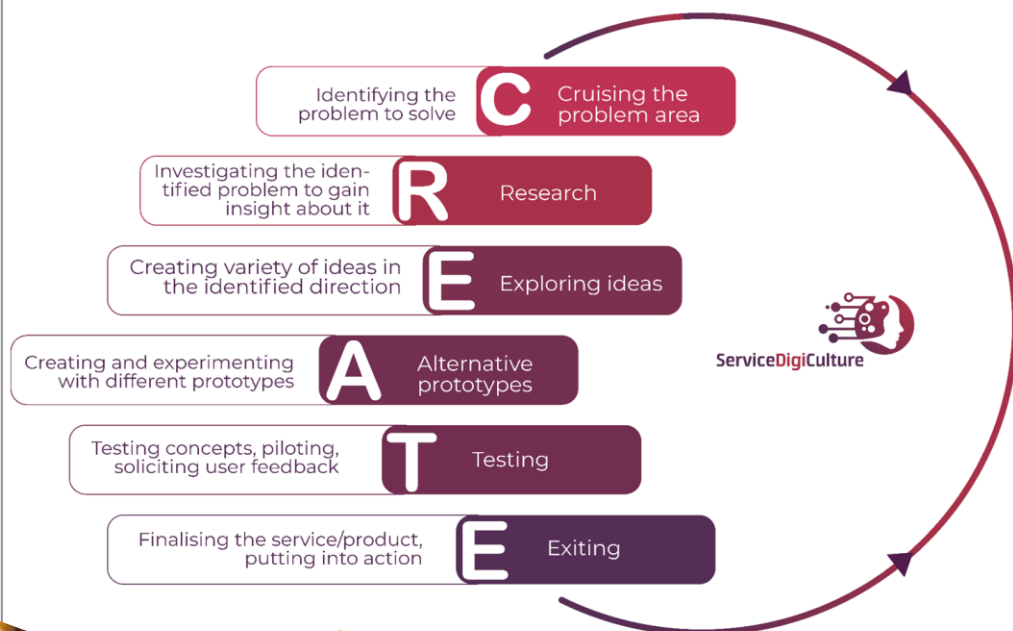
We are pleased to introduce you with the CREATE model for the ServiceDigiCulture online training and toolkit for cultural and creative sectors.

The cultural and creative industries include all sectors whose activities are based on cultural values or other individual or collective creative forms of expression.

We defined our own service design process model in a way that it takes into consideration options for both working alone and team work.

## Digital and Sustainable Service Innovation for the Cultural and Creative Sectors

### The CREATE model



Co-funded by the Erasmus+ Programme of the European Union

# The CREATE model



ServiceDigiCulture

The CREATE service design process model has been created specifically for ServiceDigiCulture project including the selection of its service design tools and the identity dimension to better address people working and prospecting to work in the cultural and creative sectors. The reason for its creation is to have a service design process model to better answer to the needs of the people working or willing to work in the cultural and creative sectors and to enable their service innovation in comparison to other service design process models. Each selected tool has been specifically written to the needs of the sector. The CREATE model also keeps in mind the nature of the organisations and companies working in the sector.

The CREATE service design process model goes through the whole service innovation process through service design.

The CREATE service design process model is at the heart of the ServiceDigiCulture toolkit and training.

## What is our training based on?

- The CREATE service design process model
- Real-life inspired scenarios
- Additional information on product and service formation to support the learning and understanding of innovating services

## Who is it for?

The ServiceDigiCulture training is for all unemployed, employed and self-employed people and micro and small organisations in the cultural and creative sectors to foresee and react to changes, using service innovation and service design. Training materials also include a handbook for organisations, actors and promoters that support SMEs and people working in cultural and creative sectors during their service innovation journey.

## What will you learn?

- Competences and skills to use service design for service innovation with an understanding of user- and customer-focus;
- Ability to analyse your own services and products with a critical eye and to demonstrate and showcase your ideas and concepts to others;
- Understanding how digitalisation can be applied to new service products;
- Skills in foreseeing future issues and the ability to act on them proactively.

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ServiceDigiCulture

„Service design helps to innovate (create new) or improve (existing) services to make them more useful, usable, desirable by clients and efficient as well as effective for organisations. It is a new holistic, multidisciplinary, integrative field.”

Stefan Moritz



## Expected results

- ★ **Competency Framework** with a focus on service innovation and service design in the cultural and creative sectors;
- ★ ServiceDigiCulture **Training and toolkit** for online and blended learning;
- ★ **Handbooks** for Implementing ServiceCulture Training;
- ★ **Sustainable Strategic Foresight Guide** to increase the ability of those working in the cultural and creative sectors to anticipate and respond to market changes in a proactive, sustainable and strategic way by applying service innovation.



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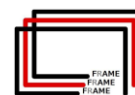
**Digital and Sustainable Service Innovation for the Cultural and Creative Sectors**  
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