



NEWSLETTER 3 - May 2023

ServiceDigiCulture partners are pleased to share with you the latest results from their pilot training. Feedback from participants and trainers has helped us to finalise the programme and the online toolkit. The pilot training was delivered in all partner countries, Bulgaria, United Kingdom, Finland, and Poland. Thank you to all our participants and to partner organisations for their ongoing commitment to the project: -

Participant comment:

“The training is "extensive". This coaching helped me to believe that I can face challenges in a different way”.

Trainer comment:

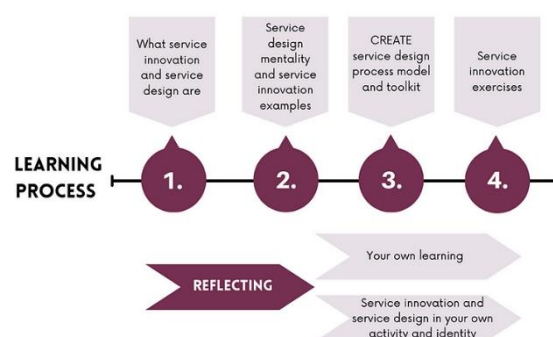
“This was such an exciting and unique programme. I am so happy to have been involved in the development and delivery of this creative, innovative programme”.

ServiceDigiCulture training successfully addressed the many challenges businesses face post COVID. The training has upskilled many managers, creatives, self-employed individuals and unemployed. All partner countries engaged in targeting micro businesses, small organisations, self-employed individuals and unemployed looking to work in the cultural and creative sectors. The online toolkit received excellent feedback for its ability to influence the sustainability of organisations in a creative and positive way. Solution focused whilst embracing both theoretical and creative methods, the interventions allowed for practical testing along with group discussions, feedback, and peer support. Participants came to the training open minded, willing to give it a go – and so they did! In addition, the motivational and inspiring tutors added the golden touch – ensuring a very worthwhile programme indeed.

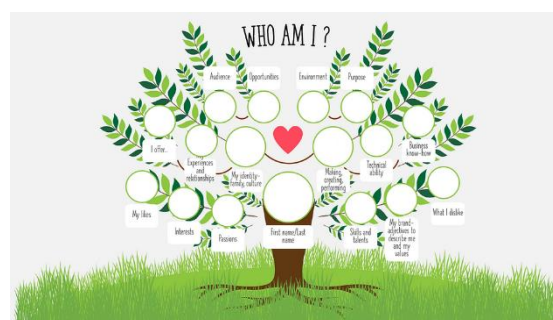
The sustainable focus of the training supported organisations to implement key changes within their businesses.

The ServiceDigiCulture training and toolkit used service design to train people in the cultural and creative sectors, to be more innovative whilst maintaining focus on sustainability.

The 4-step learning process and CREATE toolkit gave learners new ideas, a thought-provoking mindset and ample time for reflection and consideration on how to put the ideas into practice.



Activities such as “Who am I?” encouraged focus on individual needs as well as business needs.



What else was covered?

Service Innovation and Service Design were explored in detail whilst also focusing on building confidence to put ideas into practice. The toolkits and case studies were well received along with the practical activities and the CREATE element of the training. This allowed processes and planning to take place as

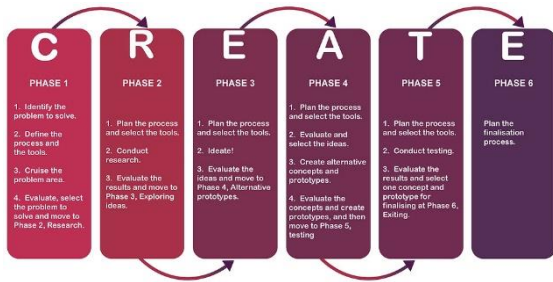




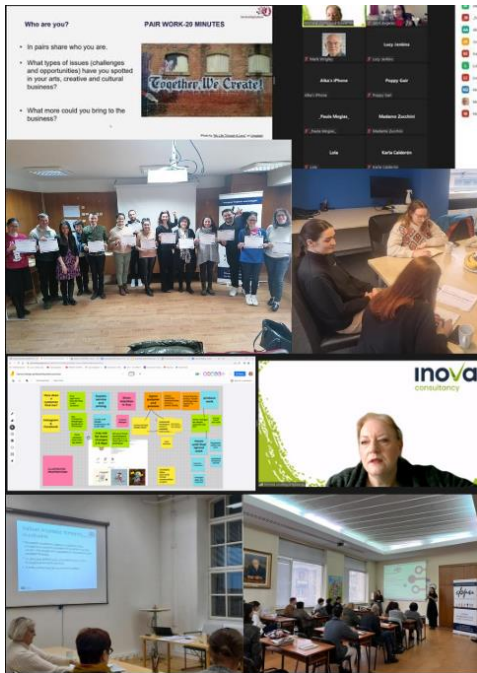
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well as team building and reflection of the different stages.

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The customer orientated and problem-solving approach, enabled participants to really visualise the end results and to focus on a can-do attitude. In conclusion, the piloting of the ServiceDigiCulture workshop sessions was a real success for the consortium and adds great value to any small or micro business.



Coming Soon: Additional Support Handbooks and Strategic Foresight Guide.

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In addition to the pilot training, qualitative and quantitative evaluations took place with great results. There was a satisfaction rating of over 70% allocated to the qualitative standard and a key quantitative outcome related to the increased understanding of service innovation and design and the ability to put the training into practice. The ServiceDigiCulture training and online toolkit will continue to be a key resource and intervention that can adapt quickly to changes in society – with the potential to cascade beyond the creative and cultural sectors.

Consortium Partners:

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