

# THE SERVICE DESIGN AWARD

**sdn**  
service design network

## SPIDER

### Supporting public service innovation using design in European regions.

#### 1. Overview

SPIDER (Supporting Public Service Innovation using Design in European Regions) has delivered innovative solutions to Europe's toughest social challenges by engaging public services and citizens in an ambitious programme of service design projects.

The complex challenges faced by public services in Europe are no secret, high youth unemployment and an ageing population are two of the biggest challenges facing countries today. Through 9 demonstration projects the SPIDER project has used service design to demonstrate how design can deliver tangible solutions to address many of these issues.

#### 2. Process

The SPIDER project was conceived by PDR in 2012 and sought to bring public bodies that were inexperienced in using service design together with experienced organisations. The aim of the initiative was to raise awareness of service design and building capacity within the public sector, through a series of demonstration projects and training programme.

The project worked transnationally with 9 partners across Europe. With partners sharing the results of each project as they progressed through the design process ensuring that learning, knowledge and best practice could be shared with everyone involved. Working in this way it has made sure that service innovation was not happening in isolation and instead is a shared collaborative process that can be scaled across Europe

**Over 8,000 people have participated in SPIDER service design projects and over 4000 citizens are using newly designed services**

#### 3. The benefits of design

Six new services have been developed in Wales, Belgium, and Ireland that tackle challenges around high youth unemployment and independent living for older people, and two existing services have been redesigned in France and Belgium improving how citizens access welfare and social services.

In Ireland the social enterprise Partas have built their own capacity for service design and have trained other social enterprises and organisations within the Dublin. In Cardiff, the City Council have designed a new process for engaging the hardest to reach NEET's and in Geel the City Council are implementing a new technology solution, first developed in Cardiff by PDR.

In Sligo the service designers, working with The Health Service Executive and Alzheimer's Ireland have reduced the impact of 'carer fatigue' through the design of a new Saturday day care service for people with dementia. PDR have worked with The City of Cardiff Council to build a new service for people with early-stage dementia, the digital service has since been funded by the Welsh Government and will roll out in November 2015. And in Maasmechelen the social housing company Maaslands Huis are currently undergoing public consultation on a new service based concept for a development of older-people's housing.

In Seine Maritime, service designers worked with the council to redesign how the unemployed access welfare benefits and in Geel the council has centralized all social services into one building ensuring that waiting and turnaround times for service users have been significantly improved.

#### 4. Effect

**Over 600 Government staff have been trained in service design tools and methods at 26 workshops across Europe**

The SPIDER Project has resulted in a number high impact results that show how service design can be used to produce more effective and innovative services. Since January 2013 over 8000 people have so far engaged with the SPIDER project and over 4000 people have already used these newly designed services.

As well as developing new services over 600 government staff have taken part in service design training at 26 workshops.

This training has ensured that public authorities are provided with the right skills and understanding of how service design can be used to generate and develop new ideas and will hopefully result in increased use of service design tools and innovation with the public sector in the coming years.

- 8,028 participating in the SPIDER project
- 4,897 People using the newly designed services
- 600+ Government staff trained in service design methods and tools
- 26 Training workshops delivered on service design for Government staff
- 2 international service design conferences attended by over 400 civil servants

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