

CHAPTER SUCCESS STORIES



INTRODUCTION

Welcome to Service Design Network!

Service Design Network (SDN) is the leading non-profit organisation committed to global growth, development and innovation within the practice of service design. Working in partnership with a collective of service design professionals and other engaged shareholders, SDN fosters an open-minded network focused on knowledge-sharing and exchange.

Our Vision:

Service design will become a new normal.

Our Mission:

Our mission is to strengthen the theory and practice of service design. We do so through the content we share and create, the events we hold, the communities we bring together, the awards we bestow and the outreach activities we carry out.

Insights from chapter representatives

On the following pages we will present you with some of the success stories our award winning chapters have experienced throughout 2018, as well as best case practices from all around the globe. Chapter representatives have answered questions posed by the SDN Headquarters team about their activities, to provide personal insights and practical tips. We hope this will offer both inspiration and guidance for your own service design activities in 2019!

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GET IN TOUCH

CELEBRATING OUR AMAZING CHAPTERS



SDN is a strong, international network thanks to our amazing chapters and their commitment to helping grow the practice of service design all over the world. It is because of their passion that such an exciting and diverse assortment of activities took place in 2018 (as well as the lead-in to 2019), which allows for their chapters to flourish, and their communities to benefit from their endeavours which contributes to the global conversation around our practice. From the organisation of service design national conferences, meetups, workshops and book clubs, as well as the development of competitions and publications, our chapters are engaged and willing to invest the energy to ensure their chapters thrive.

We want to celebrate 2018’s outstanding accomplishments of these groups by sharing their stories and so much more in this edition of our Chapter Success Stories. Because participation is what makes these activities successful, we would also like to send a big thank you to everyone who supported our chapters by getting involved.

Special recognition also goes out to the SDN Ireland team for collaborating with SDN Global in hosting the Service Design Global Conference 2018 in Dublin!

We look forward to continuing our work with all of the amazing members of our community in elevating the profile of service design and working towards making our practice the new normal.

Birgit Mager

SDN President

Birgit Mager

Tarja Chydenius

National Chapter Board Principle

Tarja Chydenius

Sonja Jazic

Global Chapter Manager

Sonja Jazic

OUR GROWING NETWORK

Service Design Network acknowledges its chapters as a branch of the SDN. Our chapters are autonomously incorporated and managed volunteer non-profit organisations. Chapters also serve as bridges between the international organisation and local interest by transferring the global activities into relevant local topics, and by bringing the local intelligence to the global network.

Since 2008, we have grown to forty-three chapters across five continents! You can follow your local chapter or find out more about how to start building your own on our [website](#).



Belong



Equip



Succeed

SDN in Numbers

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Chapters

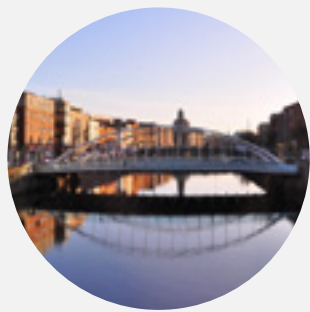
16,400

Members and community followers

70,000

Followers on social media channels



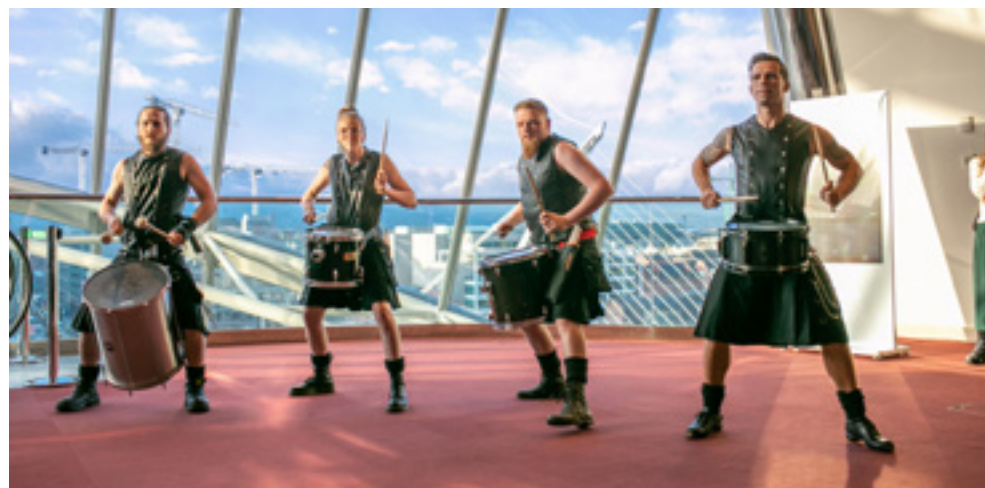


SDN GLOBAL AND SDN IRELAND COLLABORATION

SDGC19 IN DUBLIN WAS A RESOUNDING SUCCESS!

The beautiful city of Dublin—the hometown of Guinness and U2 and a hub for Google, Facebook and LinkedIn—played host to the 11th Service Design Global Conference (SDGC) in October 2018.

Themed about the topic “Designing to Deliver” which focused on the complex aspects of implementing service design projects into organisations, the sold-out event brought together more than 800 global service design thinkers and doers with a broad range of insights and content to help drive their practice forward.



SDGC18 literally started with a big bang, by featuring a sensational performance by authentic Irish drummers who opened the event. During the subsequent presentations and workshops, participants were challenged to look beyond their service design bubble and move from insights into real execution. A few of the highlights of the conference included:

- Lina Nilsson from Designit who spoke to the qualities that foster creative teams
- Alberta Soranzo who addressed the architecture of change
- Stefan Moritz of veryday who focused on four principles for humanising the future of work and Jakob Schneider and Marus Horneß from More than Metrics on “How doing is the hard part.”

Special thanks to:

Noelle Desmond
Niall Healy
Tim Macarthur
Heather Madden
Salome Santamaria

Get in touch:

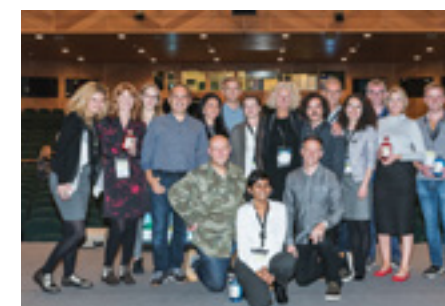


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Overall, the conference generated considerable buzz and excitement and delivered a dynamic learning and networking environment that added real value to the overall experience for all attendees.

Take a look at the extraordinary content, including presentations, videos and pictures from the event at our [website](#).



01

SDN CHAPTER AWARD 2018 WINNERS

WINNERS LIST

SDN Denmark

Award for Best Member Relations

SDN Finland

Award for Excellent Event Organisation

SDN Poland

Award for Best Public Relations

SDN San Francisco

Award for Most Innovative Initiative

SDN Taiwan

Award for Excellent Cultural Inclusivity



National Chapter Board and SDN Global were excited to reveal the five winners of the SDN Chapter Award 2018. The winner announcement and Award Ceremony took place during the SDGC18 Members Event on October 10, 2018 in Dublin. The awards showcase the amazing impact of the SDN Chapters for our international community and raise awareness about their activities.



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To celebrate International Service Design Day this year, SDN Denmark teamed up with the new kid on the block, EGGS Design, to create yet another event that built on our cross-Nordic relations. Although EGGS has been around for a while in Norway, they are new to Denmark, and we wished to ensure that they were properly welcomed to the Danish service design community.

Not surprisingly, the making and launch of the Nordic Service Design documentary sparked some discussions in the community about what makes the Scandinavian and Danish service design scene special: What sets us apart and what do we have in common? So together, with EGGS, we invited service designers to join us for a morning event centring around the similarities and differences of service design across borders. We had speakers from EGGS and Danish companies working within service design to try and put some answers to these questions.

SDN DENMARK

AWARD FOR BEST MEMBER RELATIONS



Describe your chapter activity:

Service Design Network Denmark is aiming to further the methodology of service design and grow our network around SDN-DK. However, in a small country like Denmark, it can be challenging to engage a large service design community due to a limited number of professional service designers. During the past five-plus years, our chapter strategy has been to develop strong partnerships to grow our network, and we are now starting to see the results.

Activity/initiative impact and success measurements:

SDN-DK has, within a few years, managed to move from an organisation with limited event attendees and, just a few paying members with limited knowledge about SDN-DK—and service design in general—to experiencing high awareness, strong partnerships and quickly sold-out events, sometimes with more than one hundred professional attendants.



Special thanks to:
Katrine RauRuben
Rikke Knutzen
Charlotte Niss
Peter Nørregård

Get in touch:

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SDN FINLAND

AWARD FOR EXCELLENT EVENT ORGANISATION



Describe your chapter activity:

Our year included a number of events, but the event we specifically want to highlight is the National Conference in Helsinki, HKI SDNC18 that took place on the 25th of April. The conference had a theme of exploring the evolving role of service design with a total of four content tracks carefully curated to suit the interest of service design practitioners and decision-makers within the industry. The event, which sold out quickly during the early bird ticket sale, had an audience of over 300 attendees.

Special thanks to:

Teija Hakaoja
Tarja Chydenius
Mikko Koivisto
Andreas Pattichis
Jaana Komulainen

Get in touch:



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Activity/initiative impact and success measurements:

The event resulted in new members registering for the network and was highly acclaimed on an international level. The conference had a surprisingly high number of international attendees, partially due to the fact that the majority of the content was in English. The event required the efforts of over 25 people, including volunteers and members of the chapter to ensure the smooth flow of the day. Preparations started in November 2017.

[Here](#), you may check out the programme and insightful keynote videos.





SDN POLAND

AWARD FOR BEST PUBLIC RELATIONS



Describe your chapter activity:

Do you remember our news about the very first event hosted by the SDN Poland chapter and the fact that interest in it exceeded our expectations? It was then that we realized the hidden potential of Polish practitioners and enthusiasts of service design? Therefore, in order to make full use of the momentum created with the establishment of the SDN Poland chapter, we now have 255 LinkedIn group members. On June 16, 2018, we organised a pre-summer workshop session to push forward the co-creation process of the SDN Poland chapter.

Special thanks to
Tomasz Bienkowski
Beata Bienkowska
Marta Kuroszczyk
Katarzyna Młynarczyk
Piotr Wojciechowski

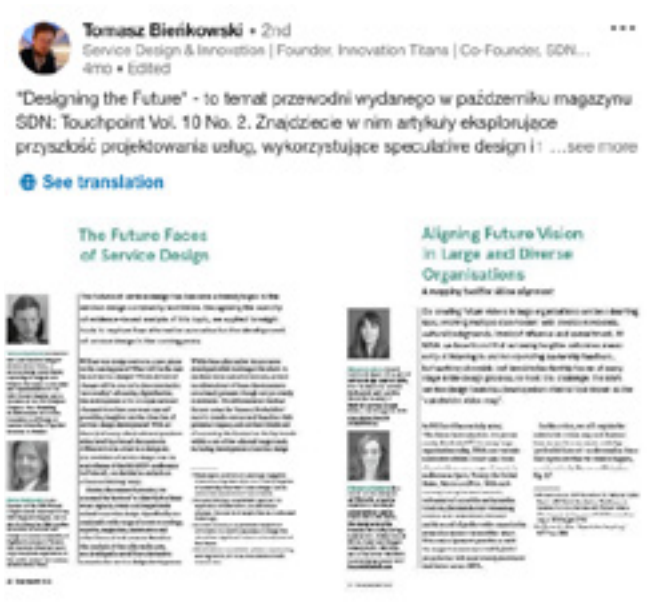
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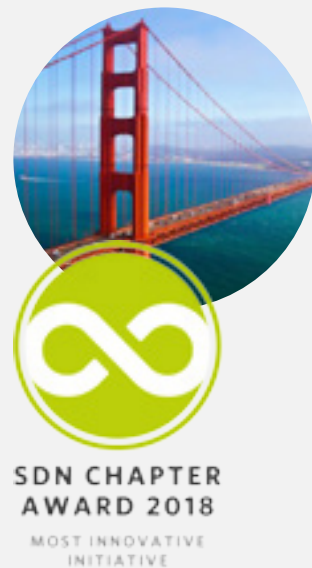


Activity/initiative impact and success measurements:

The success of our first efforts can be attributed to a multitude of factors. First, we created and communicated the vision for the SDN Poland chapter to the community of service designers from the beginning. It was our intention to build the chapter for designers and with designers! Second, we prepared a tailored communication plan and executed it from A to Z. By joining the forces of our team, using native content and exploiting our prebuilt, and private social media channels, we established strong presence of the chapter in the community. Third, we have really engaged in building the chapter and have done our best to keep an upbeat atmosphere throughout the team although, at times, we have struggled. Not every action we took went smoothly.



The primary success measurements were engagement. The high energy from the people who took part in our two events, as well as our overall number of LinkedIn members is testament to that. Our first videos on LinkedIn generated over 12.000 views. Now our LinkedIn group has 255 members and we had over 100 people who signed on for our first chapter event (only 60 places were available therefore others joined groups and received materials, i.e., video and presentations after the event). We introduced the idea of #newreality, which is our theme for the first year and we gave voice to our special guest Adam Lawrence who shared with us his thoughts on trends within the service design sector via [video call](#).
The community is becoming more and more engaged, posting new ideas for chapter and service design case studies.



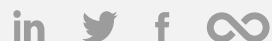
Special thanks to

Gassia Salibian
Sophie Jasson-Holt
Laura Blumenthal
Kelly Griggs
Polly Adams
Aran Baker
Mingzhu He

Get in touch:



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SDN SAN FRANCISCO

AWARD FOR MOST INNOVATIVE INITIATIVE



Describe your chapter activity:

Our chapter has set out on an ambitious initiative this year—to fundamentally change the way that we operate, with the goal of increasing the outreach and value of our organisation to our members and followers. In true service design fashion, we kicked off with a workshop comprised of our leaders and some of our most dedicated members. This workshop aimed to define our “current state of affairs,” identify the areas of greatest opportunity and to determine the key questions we still needed to answer. The workshop was a huge success, resulting in a clear path toward success. It’s safe to say our target audience for this initiative is far-reaching; from the designers already associated with our organisation, to the service design-enthusiasts and the service design-curious in our Bay Area community.

Please read this [article](#) in its entirety to get a full understanding of what we’ve set out to accomplish and for a more detailed summary of our Co-creation Workshop.



Activity/initiative impact and success measurements:

To run an effective workshop, we aimed for quality over quantity. We had ten dedicated SDN participants join us for the Co-creation Workshop event on a Sunday. Before the event, we solicited input through a survey via our newsletter to our mailing list of 798 designers. As a result of the event, we formed a partnership with Medallia to help us create more effective survey standards and are working on partnering with a service design-specific recruiter (based in Chicago) to directly address the needs of our constituents seeking a job change or looking to break into the service design field. One key takeaway from the event was the need to better understand the “personas” that make up our network so that we can tailor our future efforts to best serve their varying needs.

The time-consuming research initiative to manually comb through our social channels was thus born, and a plan in motion set to conduct in-person interviews.

After synthesising the findings from the workshop, our challenge now is to “rebuild the plane while it’s in the air,” so to speak. This means we’ll need to continue to serve the active, engaged community while taking the necessary steps to collect data and actionable information on our potential members, understand their needs, and build the capacity to deliver in ways that will appeal to them using only our limited resources.



SDN TAIWAN

AWARD FOR EXCELLENT CULTURAL INCLUSIVITY



Describe your chapter activity:

We started a pilot content project in March 2018 “Touchpoint in Traditional Chinese Version” and it has continued for a year now. This initiative is to answer the following two questions:

- How might we better connect and help our local service design practitioners in different ways apart from hosting meetups or events?
- How might we leverage the current assets to grow SDN local chapter brand awareness in our local service design community?

Every Wednesday, we publish one *Touchpoint* article fully translated into the Traditional Chinese language with additional visual design on the SDN Taiwan Facebook page. We select relevant themes based on the understanding of the local community's needs. In addition to translation of the content, we also write a 150-200 word summary for people who don't have time to read long articles. This is a self-funded project led by a team of two volunteers, Diane Shen and Chis Tang.

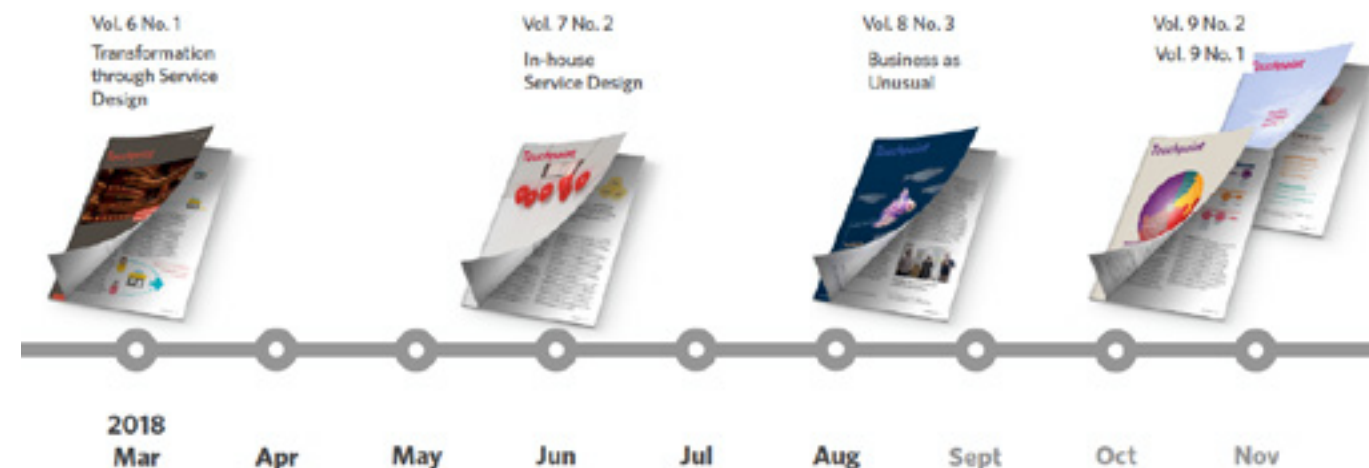
Special thanks to

Arthur Yeh
Chen-Fu (Kevin) Yang
Will Wu
Diane Shen

Get in touch:



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Activity/initiative impact and success measurements:

- Twelve *Touchpoint* articles translated into Traditional Chinese version
- Publishing a weekly article (translated into Traditional Chinese) + 150-200 words of a summary or digest upfront
- Increase of brand awareness of SDN Taiwan chapter and SDN Touchpoint - 210% growth of facebook followers, in 12 months from 746 to 1,563
- Increase average organic reach rate: 2.5K increase in comparison to data prior to March 2018
- Expand higher ratio of organic reach to non-followers (reaching out to people who were not SDN Taiwan followers)
- Increase in the Touchpoint Chinese readership and interest in subscribing
- More frequent online engagement (including shares, comments and reactions)

02

SDN CHAPTER SUCCESS STORIES 2018/19

CHAPTERS LIST

SDN Atlanta

BEST CASE PRACTICE: MEMBERSHIP ENGAGEMENT

SDN Chicago

BEST CASE PRACTICE: EVENT ORGANISATION

SDN Minneapolis-St. Paul

BEST CASE PRACTICE: EVENT ORGANISATION

SDN San Francisco

BEST CASE PRACTICE : INNOVATIVE INITIATIVE

SDN New York

BEST CASE PRACTICE : EVENT ORGANISATION

SDN Finland

BEST CASE PRACTICE : EVENT ORGANISATION

SDN Belgium

BEST CASE PRACTICE : INNOVATIVE INITIATIVE

SDN Mexico

BEST CASE PRACTICE : EVENT ORGANISATION

SDN Denmark

BEST CASE PRACTICE : INNOVATIVE INITIATIVE

SDN Bulgaria

BEST CASE PRACTICE : INNOVATIVE INITIATIVE

SDN Switzerland

BEST CASE PRACTICE : MEMBERSHIP ENGAGEMENT

SDN Portugal

BEST CASE PRACTICE : INNOVATIVE INITIATIVE



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SDN Atlanta

BEST CASE PRACTICE : MEMBERSHIP ENGAGEMENT



What do you think are the main reasons your chapter has become so successful at engaging members?

We put in a lot of effort in the beginning to build event consistency and high traffic. We promised attendees and followers that once we began in 2019 we would let them take a turn at the wheel. We wanted to hear from them and see what they could do. Now we (co-founders) help to co-host events put on by our own community members. We have at least one event per month co-hosted by a willing member and they usually put the event forward as well.

What will you change about your approach to member relations in 2019?

This year we have put an emphasis on expanding into specific sectors of design. So far we have considered theory, practice development/growth, modern service design in Atlanta and future views of service design globally. We bring different member perspectives to our table including careers in areas like accounting, education, business development, engineering, and more.



How would you sum up your member relations strategy in three words?

Actionable, stimulating, rewarding

Additional Information:

We grew from a tiny first gathering of 6 to over 500 people in 1 year. Sometimes we can't believe the valuable people that come to our gatherings. We're honoured to provide such a network in our thriving and quickly growing city.

Special thanks to :

Aniela Chertavian
Patrick Quattlebaum
Monica Tisminesky
Florian Vollmer

Get in touch: 

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SDN Chicago

BEST CASE PRACTICE : EVENT ORGANISATION



What's your top tip for a chapter organising a national conference or large-scale event for the first time?

Utilize project management software and schedule regular calls. We used Basecamp to help organise the Midwest Conference with the Minneapolis chapter. It allowed us to store documents in one place, as well as keep different topics of conversation separate but accessible. Weekly calls were helpful to connect and discuss bigger decisions that would've taken more time over asynchronous methods like email or Basecamp.

If you decide to do a conference again, what is the one key thing you would do differently about your organisation process and why?

When setting the date and schedule, we would probably consider changing the time of year, day of the week, and day-of schedule. We received some feedback that a Friday in the summer can be more difficult to attend, plus the schedule was too long for some attendees who had to leave early. In the future, we may need additional methods to further narrow down a full lineup of amazing speakers.

How would you sum up your member relations strategy in three words?

Engaging, Collaborative, Satisfying

Special thanks to :

Ruben Ocampo
Thomas Brandenburg
Erin Borreson
Michelle Kwolek

Get in touch:

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SDN Minneapolis-St. Paul

BEST CASE PRACTICE : EVENT ORGANISATION



What's your top tip for a chapter organising a national conference or large-scale event for the first time?

We had regular weekly meetings to think through, plan and assign tasks. It was really important that we had a core team of people who were able to dedicate time to meeting for an hour every week and had the capacity to work on any item they were assigned.

If you decide to do a conference again, what is the one key thing you would do differently about your organisation process and why?

We would've started the planning earlier; we planned the conference in less than six months. We were scrambling to find a place to host the conference on such short of notice. We also would've made sure the venue had larger water jugs and was refilling them more; we constantly ran out of water throughout the event.

How would you sum up your event experience in three words?

Inspiring, Actionable, Jam-Packed



Additional Information:

We made the conference a one-day event, lasting until 6 p.m. In re-evaluating, I would've conducted for more days and allowed for more breaks in between talks. We had a lot of great speakers and attendees and would've done more to create the mental space to absorb what was said and connect with others. We received a lot of positive feedback nevertheless and people enjoyed the workshops and diversity of our speakers. We also timed the event to coincide with a large art festival that happens around the city. People were able to go out afterwards, experience the culture and explore Minneapolis in the summer.

Special thanks to:

Molly Fuller
Kate Dudgeon
Yoshi Suzuki Slalom
Michelle Kansas
Michelle Maryns

Get in touch:

Follow SDN Minneapolis-St.Paul



SDN San Francisco

BEST CASE PRACTICE : INNOVATIVE INITIATIVE

Describe an innovative initiative:

In the fourth quarter of 2018, the San Francisco chapter launched two initiatives, a Climate Change Working Group and a Reading Club. Both are monthly gatherings totalling sixty ongoing participants, which includes online coordinated sub-team collaboration between meetings. The goal of the Climate Change Working Group is to support the application of service design and human-centred design in addressing climate change through the generation of research, best practices, tools, and/or other products and projects. This effort will make a case for why service design needs to be a tool for climate resilient-building. The Bay Area is under multiple threats of climate change including rising sea levels, increasing duration and frequency of wildfires, rising temperatures, etc. We see the group as a laboratory of sorts, an incubation space to explore the role of service design in this sector. Our goal is to eventually expand to other cities/countries within the Service Design Network. Another group will be forming in Seattle soon. The Reading Club is a co-created intimate, informal learning environment for both foundational and practical service design materials. So far, it has taken on a mixed format of group discussions, individual share-outs, and co-creation exercises such as bodystorming and meeting design.



The group has been building shared foundational knowledge around service design and provides a safe space for informal mentorship and troubleshooting of work scenarios that members bring to the group. It serves as both a learning space and support group and the format has proven to be engaging and useful for participants. We have shared knowledge with a New York SDN chapter lead also starting a reading club and might collaborate in the future.

Together the Climate Working Group and Reading Club provide co-created workshop and discussion structures, background materials, and subject matter expert drop-in's to enable participants to self-organise around key civic service areas such as waste management, mobility and transport, justice and equity, disaster prevention, recovery and public health. These two initiatives have some overlapping organisers and participants that enable the groups to work in tandem to create spaces for both theoretical explorations and practical applications of service design to said socially-good issues.

If there was one thing about the development process you could change what would it be and why?

Both groups gathered participants organically. We would have loved to do better marketing and building alliances with other groups with similar initiatives. We have started doing more of both in the next phase of development and can engage in some knowledge-sharing with similar initiatives out there. In general, we would want more support and backing; we are a volunteer group, and we have needs such as meeting space, food/drink, etc. which requires us to find sponsorship and/or support.

What has been the highlight and main output of working on the initiative?

For the Climate Change Working Group, we now have four self-organised sub-groups working on a variety of research and action projects and forming partnerships with local experts and both civic and corporate organisations. We conducted our fourth monthly meeting in the first week of April. We have co-created a roadmap with milestones for the rest of the year and are launching a Medium publication which will be one of the main outputs. We also hope to present the group at the SDN global conference in Toronto. The highlight has been seeing the enthusiasm and passion from these designers wanting to jump in and get their feet wet and wanting to work on climate issues.

It's one of the biggest challenges facing us as humanity right now.

For our Reading Club, we had our fourth monthly meeting in the last week of March. We have co-created a thriving learning space with ongoing interest to share our on-the-ground practices of service design across a variety of sectors, i.e. financial services, a nonprofit, technology startups, beauty and retail, and human resources, to name a few. We have synthesised and contextualised reading materials using our practical experiences to support each other's growth in our careers and cross-functional professional communities. We hope to contribute to the SDN Medium blog as we create more knowledge together in the format of case studies and cross-industry insights.

Special thanks to:

Gassia Salibian
Laura Blumenthal
Polly Adams
Mingzhu He

Sophie Jasson-Holt
Kelly Griggs
Aran Baker

Get in touch: 

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SDN New York

BEST CASE PRACTICE : EVENT ORGANISATION



What’s your top tip for a chapter organising a national conference or large-scale event for the first time?

I’m interested in sharing our experience organising an outdoor Service Safari at the Central Park Zoo. Although it’s not a conference or large-scale event, it is a half-day event where we planned and prepared from scratch! The learning lesson here is you will need a dedicated core team and working sessions to brainstorm, prototype, and execute!



If you decide to do a conference again, what is the one key thing you would do differently about your organisation process and why?

We will need to come up with backup plan when it rains, since our event was outdoors.

How would you sum up your member relations strategy in three words?

Learning through prototypes.

Special thanks to :

Kathleen Chao
Natalie Kuhn
Antonio Cesare Iadarola

Get in touch: 

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SDN Finland

BEST CASE PRACTICE : EVENT ORGANISATION



What’s your top tip for a chapter organising a national conference or large scale event for the first time?

Start early, at least half a year before the event. Gather a large enough team to allow some flexibility and to make it really a team effort. Have regular meetings from the start. One success factor is to ensure that there are enough people who can share their time and energy, not just their motivation. One lucky decision for us was to hire a student to coordinate all practicalities. She turned out to be an indispensable member of our conference team.

If you decide to do a conference again, what is the one key thing you would do differently about your organisation process and why?

We had no major setbacks. But I would stress again holding regular meetings, clearly shared responsibilities and getting the team members committed early on.

How would you sum up your event experience in three words?

An energising service design community.

Special thanks to:

Tarja Chydenius
Teija Hakaoja
Andreas Pattichis
Mikko Koivisto
Jaana Komulainen

Get in touch: 

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SDN Belgium

BEST CASE PRACTICE : INNOVATIVE INITIATIVE



Initiative Description:

The University of Antwerp, social innovation agency !DROPS and the Belgian SDN chapter worked together on a five-day practical, inspiring and engaging summer school in the context of health care. Product, service and system designers (from local and international agencies), social innovators, academic researchers, and a multitude of other experts from non-profit organisations and governmental institutions guided 20 participants through this edition. We worked on several building blocks:

- Digital storytelling and new media in the medical context
- Human-centred design and caregiving
- Creative industries and care
- Sessions on neighbourhood care, migration and care, and science as care
- Personal well-being in work and daily life

During summer school, the participants got a great mix of expert talks, panel discussions, toolkit workshops, interaction prototyping and thematic sessions on concrete cases.

If there was one thing about the development process you could change what would it be and why?

Our biggest hurdle in organising the summer school was finding financial partners; both partners who want to fund a one-off edition or partners who can help finance in the long run. Overall we noticed two things: first, it just really takes a lot of time to search for people, connections, grants, and the process to receive a grant. Second, it is difficult to sell 'knowledge sharing' as an outcome of their investments. We didn't have any hard proof of how the partners could profit. For the next edition, we started earlier with our quest for financial partners. By presenting last year's results, we hope to convince interested parties to become a partner of this unique initiative. It is still the most difficult part of the organisation, but we definitely learn by doing! Also, last year we might have over-planned the program a bit. We noticed some people needed a bit of time to process their key learnings and discuss those in-between. It is, of course, a personal preference, but in the upcoming program, we will also leave some space to breathe and reflect on the intense learning moments.



What has been the highlight and main output of working on the initiative?

The summer school gave us so much satisfaction. For a first edition, we were overwhelmed by the international interest, as well as from the participants, the speakers and facilitators. A lot of different nationalities are working around social care and the exchange of their experiences is very conducive and interesting to see. Also, the willingness to share based on personal motivation was incredible. The experts from the field did not hold back in sharing their information and experiences; this resulted in not only the success stories but also real and honest knowledge shared that enriched the conversations. Everybody had his own know-how and had his own views on the topic which created very constructive debates and results. We also had a great mix of creative people and experts from the health care sector itself, from non-profit, profit, public and educational sectors.

Additional information:

Because of last year's success, we are already working on a new [edition](#) where we focus on (social) designers who are looking to design for solutions for societal challenges, such as the environment, cultural issues and working with vulnerable target groups.

You can find more information about summer school [here](#).

Special thanks to:

Stina Vanhoof
Ivo Dewitt
Marie Denys
Putzeys Wim

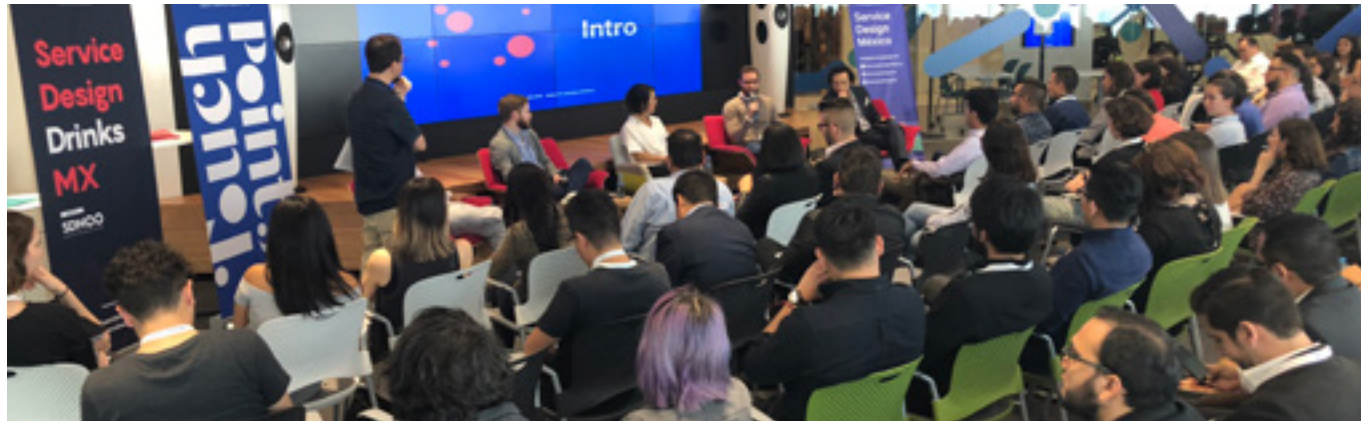
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SDN Mexico

BEST CASE PRACTICE : EVENT ORGANISATION



What's your top tip for a chapter organising a national conference or large-scale event for the first time?

To have key alliances for content, event organisation, promotion and a well-worked lineup.

Find strategic partners who can help you to organise; ones that can give you resources, material, venues, speakers, hands to help, content, cross-promotion, diffusion of the event. I guess the key is to look up to the whole ecosystem and invite agencies, companies, clients, schools etc., that might find the topic interesting :)

If you decide to do a conference again, what is the one key thing you would do differently about your organisation process and why?

Delegate responsibilities to more people and involve other communities for stronger promotion.

Find and engage as many people as possible to help you and do not try to do it everything by yourself.

How would you sum up your member relations strategy in three words?

Connecting companies through service design.

Special thanks to :

Adriana Ojeda Villegas
Priscila Williams
Angelica Flechas
Selene Castilla

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SDN Denmark

BEST CASE PRACTICE : INNOVATIVE INITIATIVE



Describe your chapter activity:

In the northern part of Denmark, in 2017 and 2018 we have collaborated with a local network for events. The local network, Brains Business, has members of both public and private nature that are technologically focused around information and communication technology. None of them have large design departments and most don't even have a designer in-house. The reasoning behind the collaboration is that they have the people we want to reach to create a bigger urge for service design—companies that wouldn't typically be reached through the SDN channels.

What are the main reasons this activity was a success?

They have significant local credibility, resources for event planning and members we want to reach to create a bigger desire and interest in service design.

What has been the highlight and main output of working on the initiative?

Few people attended that knew much about service design in advance, and most would never have come to an SDN-only event, as they would not have thought it would be for them and/or would not have heard about it.

Special thanks to :

Katrine Rau
Rikke Knutzen
Charlotte Niss
Peter Nørregård

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SDN Bulgaria

BEST CASE PRACTICE : INNOVATIVE INITIATIVE



Describe your Chapter activity:

The Bulgarian Chapter started organising Service Design Masterclasses with Eleonora Carnasa, Accredited Service Design Master trainer.



What has been the highlight and main output of working on the initiative?

We have participants from different backgrounds and recently different countries which proves to be very beneficial for teamwork. We also started working with real business cases that involves local businesses. During the last master class on February 2019, the participants helped an Asian restaurant in Sofia which faced challenges in attracting and retaining customers.

Additional Information:

You can read more about master class [here](#).

Special thanks to :

Eleonora Carnasa
Ivelina Gadzheva
Alexandra Nikolovais

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SDN Switzerland

BEST CASE PRACTICE : MEMBERSHIP ENGAGEMENT



What do you think are the main reasons your Chapter has become so successful at engaging members?

We are a young chapter having just finished the build-out phase. After the announcement of the formation of the chapter, several organisations reached out to us. They either mentioned they were really missing this kind of overarching organisation, were themselves considering to start a local chapter, or they would be happy to help. While the core team already had discussions about the plans for the local chapter, we called all these proactive organisations, gathered some other large players in the market and held a facilitated half-day workshop to gather everyone's input, ideas, and share successes. Engagement was exceptional, with four universities, three corporations and four agencies representing themselves (two people each), as well as two consultants. Raw findings have been shared with participants and reviewed results will be shared with all national chapter members.

What will you change about your approach to member relations in 2019?

We first need to establish it; we are just getting started.

How would you sum up your member relations strategy in three words?

Engagement, inclusion, co-dependence.

Special thanks to :

Peter Horvath
Sabine Junginger
Florian Egger

Martin Wiedmer
Klaus Marek

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SDN Portugal

BEST CASE PRACTICE : INNOVATIVE INITIATIVE

Describe an innovative initiative:

When we discussed what our mission as a Chapter should be, we all agreed that we should bridge the three existing gaps: the market-opportunity gap, the knowledge-gap and the industry-academia gap. We also agreed that to translate the mission into actions we should structure the Chapter around those gaps, and we should establish a seamless mechanism to onboard anyone interested to take an active role. Hence, we structured the SDNPT Chapter in three pillars: Industry, Knowledge and Community. Most importantly, we created the Welcome Kit to onboard any stakeholder in our ecosystem to take a leading role in the Chapter's mission.

The Welcome Kit is a digital document available in English, soon to be translated to other languages, that presents:

1. The Chapter's mission
2. How the Chapter brings that mission into action: the three pillars (business, knowledge and community)
3. Who is behind the SDN Portugal
4. What are our guiding principles
5. What are the available channels to engage with the SDNPT community
6. How can anyone in the ecosystem take a more active role with three defined levels of engagement (from more to less): the Ambassador, the Go-getter and the Freestyler.



If there was one thing about the development process you could change what would it be and why?

Before the official launch of the Chapter, we performed two co-creation sessions, one in Lisbon and another in Porto. There, we validated with the community of professionals our mission and the mechanism to bridge the detected gaps and the ways they can get involved. However, we didn't have enough time during the trial period of the Chapter to validate our mission and approach in a systematic way with the market and with the universities, as we did with the community of professionals. We are doing that now.

We got excellent feedback from the community. They commended the Welcome Kit as an easy way to understand who we are and how they can participate. Plus, they requested to translate the Welcome Kit to Portuguese. The community will be accountable for the translation.

Download the latest version of the [Welcome Kit](#).

Describe an innovative initiative:

If there is one thing that was clear to us is that the SDNPT Chapter should be able to gather the needs and the voice of all the Portuguese professionals working in this field, or interested to transition into this field. Consequently, our geographic reach needed to go beyond the Portuguese borders to where any Portuguese professionals willing to have an active voice and role in the SDNPT Chapter's mission were in the world. Hence, we created the SDNPT sans-frontiers or "Event-in-a-Box". We have standardised our approach and artefacts structure for events so that we are able to push our events to the Portuguese communities spread across the world.

Quite frankly there is little to remark as we were extremely agile in putting the Event-in-a-Box to cover the Community demands on their interest of performing get-togethers of Portuguese professionals at different spots in the world. A point to highlight is that we didn't have time to share with the community that they now have this tool but it is something that we will do this month (March, 2019). The reason why we haven't done that yet is that we are focused on bringing the pillar of business and knowledge into cruise mode.

This standardisation procedure enabled us to empower two Portuguese speaking service designers based in London, to kick start an event that was able to present SDN Portugal and unite Portuguese service designers working in London (the people that met didn't know each other). Recently, we were approached by the SDN Chapter in Ireland, to work on a similar event and to share best practices, as Irish professionals are, as Portuguese, all over the world.

To help the Portuguese community to create events of this nature, besides the Event-in-a-box, we are creating a database of speakers and topics based on a survey that we would publish this month on the available channels including the official SDN slack. The survey will call speakers from other chapters to make sure that if they travel to Portugal anytime this year, we would like them to share their experience with the Community.

Special thanks to :

Mauro Bastos	Susana Branco
Sofia Peres	Daniel Santos
Laura Lorenzo	Carlos Moreira
Kasper van der Knaap	

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GET IN TOUCH WITH SDN



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GET IN TOUCH!

Feeling inspired?
Get in Touch!

Thank you for exploring the fourth edition of the chapter Success Stories. We hope it has been a fruitful and inspiring read. We continue to be impressed and delighted by the enthusiasm and passion for service design shown by our community. We look forward to sharing more great cases and insights next time! Don't hesitate to get in touch with your local chapter or SDN HQ with questions and ideas about SDN activities.

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