



SPIDER

Supporting
Public Service
Innovation
using Design
in European
Regions



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AIM

SPIDER will deliver innovative solutions to Europe's toughest social challenges by engaging public services and citizens in an ambitious programme of service design projects.

Public services face complex challenges such as high unemployment, an ageing population and higher expectations from citizens. At the same time budgets are being cut across Europe as public services feel the full force of the recession.

Service design is a problem-solving process that will bring a creative and user-centered approach to these issues. It has been used widely within the private sector, however it has never been deployed by public services on a pan-European scale such as this.

The approach will be used by SPIDER projects in Wales, Belgium, France, England and Ireland, resulting in two key outcomes:

1: SPIDER will use service design to create 11 cost-effective, creative and user-centered services that deliver tangible improvements for citizens.

2: SPIDER will train 400 public service managers in design methods and tools that will ensure the approaches used within SPIDER are embedded within each public authority.

PROJECTS

The projects will focus on three core challenges faced by all public authorities. These will run in parallel and take place over 10 months with partners working together in one region before transferring to the second:

**DRIVING AN ACTIVE YOUTH
WORKFORCE**

**EXTENDING INDEPENDENT
LIVING FOR OLDER PEOPLE**

**CULTURAL CHANGE WITHIN
PUBLIC AUTHORITIES.**

In each project prior experience will be shared, impact increased in each and best practice transferred. Resulting in an approach that can be scaled across Europe.

The three projects will also benefit from a training programme that will provide practical workshops for service managers in design-led service innovation. This will enable staff to replicate the process and methods used by SPIDER across each organisation.

OUTPUTS

- 1: Eleven projects that will deliver innovative new services for 4,000 citizens.
- 2: 400 public sector staff trained in service design tools, methods and process.
- 3: Awareness raising campaign on best practice for design in public services.
- 4: Evaluation model for comparative analysis across the regions.



SPIDER



PARTNERS

PDR / Design Wales (Lead Partner)	UK
Cardiff City Council	UK
Cornwall County Council	UK
Design Flanders	BE
Maaslands Huis	BE
City of Geel	BE
Association of Flemish Cities and Municipalities	BE
Seine Maritime County Council	FR
Border, Midland and Western Regional Assembly	IE

CONTACT

info@thespiderproject.eu

[@spiderprojecteu](https://twitter.com/spiderprojecteu)

www.thespiderproject.eu



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Investing in Opportunities



This project has received
European Regional
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INTERREG IVB