



SDN Germany Workshop – Founder Meeting

Protocol of May, 14th 2010

Attendant

Prof. Birgit Mager – SDN

Prof. Jürgen Faust – MHMK

Dipl. Des. Annika Hertz – serviceworks

Dr. Reinhard Willfort – innovation

BA Thomas Schönweitz –MHMK

Dipl. Ing. Minka Rössner –SDN

Presentation

- *History of the Service Design Network*
- *Development of Service Design in Germany*
- *Development of Service Design as a field of teaching*

Value

of iSDN and the national subsidiaries


Learning

- *Exchange of information*
- *Advanced trainings, e.g. the realisation of workshops*
- *Research cooperations, further education*
- *Knowledge base, Service Design Theory*
- *Building-up a theoretical basement*
- *Best Practice*
- *Consulting, e.g. for companies using ‘learning modules’*

Connecting

- *Enhance cooperations*
- *Job Engine / portal for jobs and internships*
- *Working groups*
- *Network events (at customers, partners)*

Merchandising

- *Create visibility / show presence*
 - *Placement, Branding, Promotion*
 - *Set standards by terms (SD Glossar), methods, portal to knowledge, Service Design CV*
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Tasks

- Create questionnaires (*why membership*)
- How to? videos, cards
- Presentation material for SDN
- Active membership care
- Support 'lone fighters' of Service Design in companies
- Annual report 'assignment of donations'
- Advance presence in the media

Strategic Plan

of strengthening/enhancing Service Design in politics, economy and society

- Press Relations
 - Acceptance and the strategic involvement of Service Design in companies
 - Involvement of Business-Schools by freebie modules, cooperations and common projects
 - Participation at conferences, Management Centres, industry associations, IHKs
 - Membership of SDN, e.g. of associations
 - Offer workshops (e.g. Service quality in Germany)
 - EU subsidies
 - SDN curatorship, scientific advisory board (with politicians, companies, consumer advice centres)
 - Participation at the 'Deutschen Städtetag'
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