



Service Development Tools – Esbjerg Workshop Summary

During our work shop in Esbjerg we had three stages of understanding what social development tools are. In the first stage we wrote down our hopes and fears about what social service developments are.

Hopes	Fears
Change – changes in the minds of social service providers	Social service providers are not committed to changes
Good cooperation between social service providers and end-users	Difficulties with social service providers – they do not want to change
Service providers integrated on all levels	No change
Better work life for migrants	Success in the Project but difficult to implement elsewhere
Find something totally novel	Service exists until SEMPRE exists
Simple, adjustable – integrative to existing practice	Financing
Clearly defined tools	Empowerment lacks
Little effort, big change	We do not manage to integrate end user groups
End-users themselves are service providers	Dealing practitioners after the project ends
Change thinking of social service providers	Not enough innovativeness
self-awareness of end-users	Fear of failing
Social service providers should shine	End users and social service providers too lazy to change
Tools involve social service providers+end-users+context	Social service providers loose perspective of aims
	Organizations do not use our knowledge



In our second phase we did a group work where 4 different groups mapped different areas of social development tools.

Group Work:

1. Good practices, social service development examples
 - A work integration social enterprise – migrants and longtime unemployed
 - Work integration in a cafe – only for max 6 months opposite to the first – people with mental problems
 - To buy services from social cooperation
 - Language learning combined with migrants knowledge – making a match with companies for getting migrants integrated in the labor market. A lot of players in the Network.
 - Recurrence problems
2. Bad service development tools
 - If the tool is meant for the organization and does not include the end users and the end users needs.
 - We know what is needed – here you are →bad
 - Narrow focus on own offers – not collaborating with other factors
 - Sense of urgency to develop unaffected tools , buttering out fire
 - Lack of patience
3. Resources needed for service development
 - Voice from the end-users
 - Results of needs analysis from end-users (institutionalize the process), take up the process
 - Ideas/inspiration/learning incidents
 - Skills/ability to act creatively in developing new services, organizations have to learn this (and also include in education). Training for these skills. Listen to people, think out of the box
 - Time (workers/facilitators too much under pressure to develop services ->structure for service development needed (not static)
=money (not only, but important basis)
 - Management support
 - Lobbying for implementation after development
 - Ability to react to change in socio-economic/environmental context
4. What is needed from 3rd parties/public sector to develop services?
 - Service development tools->examples of tools
 - Finding tools to increase participation- for people to start doing things themselves
 - We need:



- Time
- Involvement
- Willingness to change
- Sharing ideas/good practices
- Changing attitudes
- Experienced experts
- Citizens jury

In our last and final phase of the workshop we concluded what service development is and wrote down any possible tools for it.

What is service development?	Possible tools
Good for end-users, not the company/organizations	Work integration – social enterprise
Dialogue with end-users and all stake holders (How to involve them)	Providing learning
Tool is responding to political and time pressure	Making a network of companies
Patience	Not a short term tool->Long term
Constantly redesigning the service=>structure in the organization.	Interactive Innovation Model
Adapting to changes	Skills, creativity, resources, finances
Share ideas with third parties	Experienced experts involvement
Change of attitude/structure	Citizens courage involvement