BOOST
BY DESIGN

Boost by Design Programme
For full details about Boost by Design please visit: **http://bit.ly/BoostbyDesign**

BOOST by Design is a new project for Dundee's social enterprises from all backgrounds who are keen to develop their understanding of service design, innovation and digital skills. If you are a social enterprise who is trading and based locally interested in taking part in it early 2017, then it's FREE and open for application – the deadline to apply is **5pm, Thursday 12th January 2017.**

Dates	Activities
12 Jan 2017	Application deadline at 5pm, 12 January 2017.
17 Jan 2017	Applicants notified.
21 Feb 2017 1pm - 4.30pm The Circle	**Workshop 1:** **An Introduction to service design principles and practices with Open Change.** **Objectives** At the end of this workshop, participants will: • Understand the scope and potential of service design. • Appreciate the nature of the design process. • Understand some basic methods of interviewing and observation. • Apply all of these to a highly focused field study. **Content** • Introduction. • What is service design - overview of the subject and the methods used. • Field work exercise - using observation and interview to understand how services work. • Report back on findings.
28 Feb 2017 1pm - 4.30pm The Circle	**Workshop 2:** **Embedding service design in your social enterprise with Open Change.** **Objectives** At the end of this workshop, participants will: • Identify a focused problem from their field study • Apply an ideation technique to this problem • Work collaboratively in defining long term objectives based on their ideas • Understand how journey mapping can be applied **Content** • Problem definition. • Ideation exercise - developing new ideas. • Journey mapping. • Evaluation and feedback.

6 Mar 2017 1pm - 4.30pm The Circle	**Workshop 3:** **Visioning the future of your social enterprise with [Creative Dundee](#) and guest speakers.** **Objectives** At the end of this workshop, participants will: • Gain knowledge and understanding of local initiatives and support, such as V&A Dundee's Design for Business project and UNESCO City of Design. • Consider what the future vision is for the social enterprise. • Develop future evidence of success. • Build a plan to achieve this vision. **Content** • Hear from local specialists connected to city-wide design initiatives. • Design opportunities for social enterprises locally. • Future visioning and future evidence tools. • Practical planning tool - blueprint modelling.
14 Mar 2017 1pm - 4.30pm The Circle	**Workshop 4:** **Reaching and building communities - both on and offline [Creative Dundee](#) and guest speakers.** **Objectives** At the end of this workshop, participants will: • Gain knowledge and understanding of the digital tools and events that can be used to enhance and engage communities. • Focus on how to build, maintain and grow online audiences. • Develop ways to ensure that the learning can be continued beyond the workshops. **Content** • Introduction to some free digital / social media tools - including tips on reach and engagement. • Evaluating their effectiveness and impact. • Insights into different types of events to inspire and connect communities. • Post-workshop support/network - mentoring and celebration event.
Late Mar 2017	Short application process to enable 8 enterprises to access the design mentoring/ support.
Mar - Apr 2017	**Design mentoring/support** Eight social enterprises will be able to access a total of 2 days of mentoring/support time from local designers and digital developers. This support could help you mock up new ideas, give you thoughts on your branding, or help think through the design of your services/products.
Date - TBC Apr/May 2017	**Boost by Design celebration event** An event which brings together social enterprises and creative businesses in the city: an evening event with local speakers to share what they gained from the programme, encourage awareness of activities and opportunities across both sectors, and encourage potential future collaborations.

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