### SEROI+ process overview

Module 1: Policy goals

Module 2: Stakeholders Module 3: Digital Services

Module 4: Outcomes and Indicators

# Module 1: Policy goals

#### Each one of us, should produce exapmle for one of the service areas!

Details	Policy goals
WHAT Problem / need / opportunity do we want to solve / meet	Depopulation of rural environments
WHO has the problem / need	Senior citizens and relatives
WHY should the Region solve it	It is a political goal. They are an important part of society.
WHERE is the problem / need	Everywhere in the region, in the most rural parts especially
WHEN does the problem need to be solved / need be met	Significant improvement expected by 2020

#### 1. Policy/Service goals

Details	Policy/Service goals
WHAT Problem / need / opportunity do we want to solve / meet	
WHO has the problem / need	
WHY should the Region solve it	
WHERE is the problem / need	
WHEN does the problem need to be solved / need be met	

#### Module 2: Stakeholders

#### 1. Stakeholders

# Stakeholder map

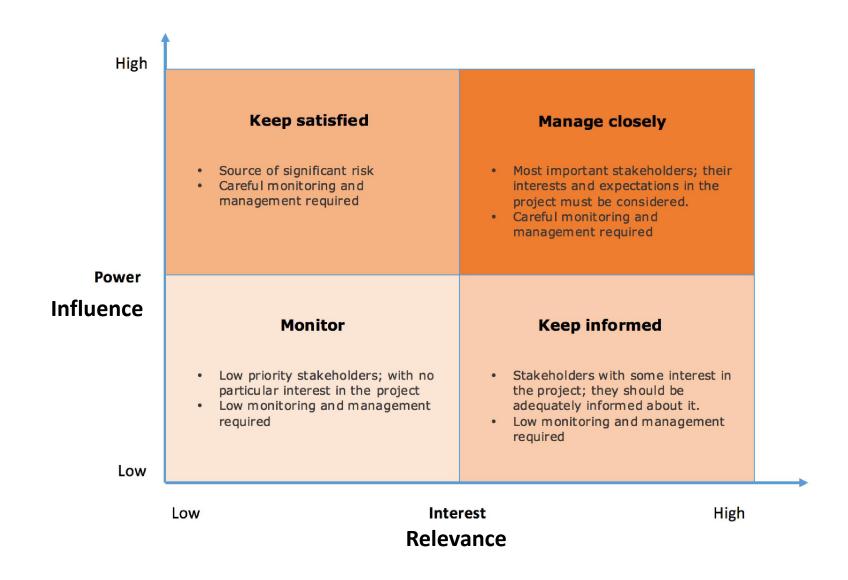
Identify

STAKEHOLDERS	Interests they have and benefits they can get from the project	Contributions and resources they can provide	Expectations and requirements of the project	Interests that can conflict with the project	Actions to address these conflicts of interests

### Influence/relevance grid

2. Stakeholders

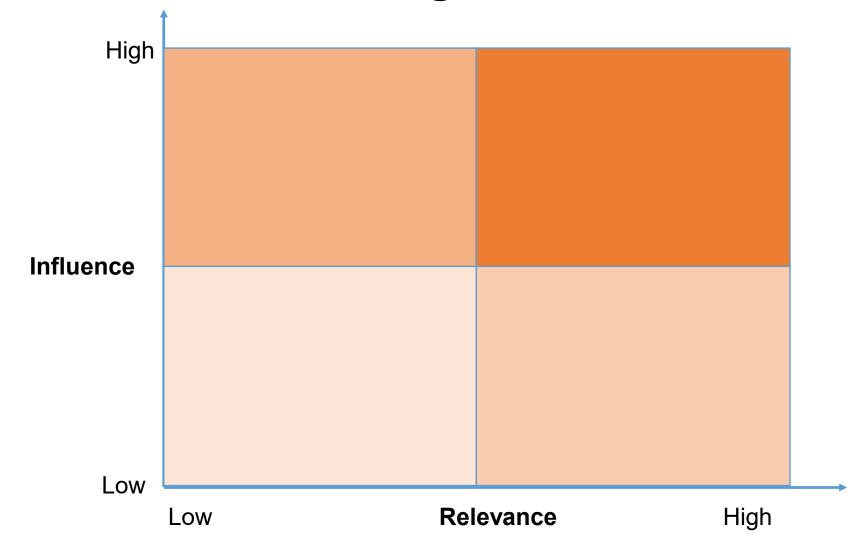
Identify



#### 2. Stakeholders

Identify

# Influence/relevance grid



#### 2. Stakeholders

Engage

### Motivation/Orientation grid

Extrinsic

#### **Material rewards**

Stakeholders who are motivated extrinsically will participate in co-creative measures to have a chance of winning a material reward, such as goods or money.

#### Recognition

Contributions are originated in the desire to enhance reputation and status, by letting people see that s/he is the author of several ideas that have been selected for implementation.

#### Motivation

#### **Enjoyment**

Participation in collaborative projects is to be associated with their genuine interest in the service area or industry and its development.

#### **Altruism**

Participation in collaborative projects is to be associated with their feelings and behavior that show a desire to help other people.

Intrinsic

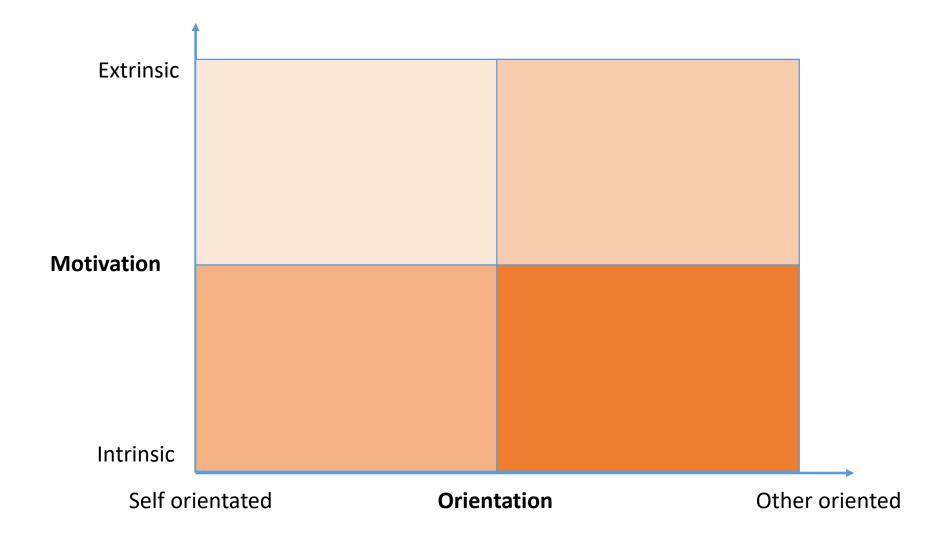
Self orientated

Orientation

Other oriented

Engage

### Motivation/Orientation grid



#### Module 3: Services

#### 3. Digital services

Co-create

What are your policy/service goals?

Do we have enough knowledge, technology, resources to create the services?

What's there?

What if?

What wows?

What works 🔀 🏲

Which services already exist in you region?

Which services already exist in other regions?

Do services have social, economic and environmental value?

Do users and providers find services useful, usable and efficient?

#### 3. Digital services

### Personas

Co-create

Demographics		Photo/Sketch
Name: Age: Relationship status: Job:	Gender: F M Location: Children:	
What do they enjoy?	What	distinguishes them from others?
What are their goals?	What	keeps them awake at night?

### Unmet needs

1. Whose unmet need is it?	4. Why has this unmet need not been satisfied?
2. What is their unmet need? (in 10 words or less).	5. Why is it important to meet it?
3. How is this unmet need currently overcome?	

# Brainstorming

Idea title:	
What is the idea in a nutshell? (in 1, max 2 sentences).	3. What and whose unmet need is our idea satisfying?

# Idea prioritizing

Idea	Practical viability	Economic value	Environmental value	Social value	Total
	/10	/10	/10	/10	
	/10	/10	/10	/10	
	/10	/10	/10	/10	
	/10	/10	/10	/10	
	/10	/10	/10	/10	

# Service Prototyping

1. What is the service?	2. What do the users of the service do?
3. Who is involved in the service delivery?	4. What information/instruction is there?
5. What makes the service work well?	6. What makes the service work not so well?

# Module 4: Indicators and Impacts

## Impacts and indicators

Prioritised goal (from Module 1)	Related Service	Stakeholder groups affected	Impact	Impact relevance rating
	E.g. Start-ups	E.g. Improved collaboration		
E.g. Goal 1	E.g. Smart working hub	E.g. Young people	E.g. Increased employment (or self-employment)	
		E.g. Traditional companies	E.g. Improved innovation and creation processes	

## Impacts

Prioritised goal (from Module 1)	Related Service	Stakeholder groups affected	Impact	Impact relevance rating

#### Indicators

		Ex. Increased employment opportunities	Ex. Number of new jobs created in hubs	Value 1
	Stakeholder Ex. Young people (18-25)	Impact 2	Indicator 2	Value 2
		Impact 3	Indicator 3	Value 3
	Stakeholder Ex. SMEs	Ex. Better access to qualified employees	Ex. Number of young people contributing or developing commercial projects	Value 1
Service Ex. Digital innovation hubs		Impact 2	Indicator 2	Value 2
		Impact 3	Indicator 3	Value 3
		Ex. More attractive region to incomers	Ex. Number of entertainment/media services offered by hub	Value 1
	Stakeholder Ex. Region	Ex. Decreased distance to travel to work	Ex. Reduction in car travel/CO2 Emissions	Value 2
		Impact 3	Indicator 3	Value 3

### Indicators

Service	Stakeholder (groups)	Impact	Indicator	Market or Proxy Value