

Interreg
North Sea Region
Like!
European Regional Development Fund



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*Creating a digital
innovation culture
in Europe*

**DESIGN
THINKING
IN LIKE!**

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WHAT DID WE LEARN?

*An empirical reflection on the influence
of design on innovation in Like!*

Lesson

0

Design is an
iterative
process, not
a project.

Therefore we call design projects
'design trajectories'.

Lesson

1

Design makes
the innovation
process be
about humans.

I think it is something beautiful, we have always created from our perspective, what is the most efficient for the municipality, but have we ever created from a perspective of added social value? From the perspective of our actual client - a human being - from a basis of feeling, of trust?

Lesson

2

Design is about finding “the problem worth solving”.

It helps us not to jump to conclusions.

We are very much like: 'we have a problem, we have the solution'. I think we then fail to see what the real problem is, what is the process and what are the contact points.

Lesson

3

Collaboration is essential for the success of the design process.

So also the group composition is very important. It is easy when you are speaking to your own people, but it is much more interesting to listen to someone who does not know the process you are working with. That is very refreshing.

Lesson

4

Specific skills
are necessary...

*There are different levels of design.
If you do something ten times then you
get better at it. The basic skills are
often not there. When you have them at
some point, then it develops faster.*

lesson

4

Specific skills are necessary...

but people's
attitude matters
even more.

Lesson

5

Design teams
need continuity.

I would try to work with the same people every time. Sometimes people came in or were not there. The constant factor of the same composition seems important to me.

Lesson

6

Political or
high-level
administration
back-up helps.

But can be in the way too.

*That is how it is being a municipality,
right? You are dependent on the
politicians thinking it is a good idea*

Lesson

7

Don't stop the trajectory until a result is implemented.

And set clear goals before starting the proces.

If you work with designers, you should strive for a real solution. Prevent that involved colleagues are at some point done with creative sessions with post-its without results.

Lesson

8

The organizer
role is necessary
for successful
trajectories.

Someone needs to check the current status
and the next steps.

Lesson

9

Design thinking is a mindset.

It can be put to use deliberately with different methods and tools designers have developed through education and experience.

Lesson

10

Design is not a repeatable trick.

Design trajectories must be tailored processes set up to solve the issues at hand.

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**ALL RESULTS CAN BE READ
IN THE USE CASE WE WROTE:**

*[https://northsearegion.eu/like/
use-case-papers/](https://northsearegion.eu/like/use-case-papers/)*

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THANK YOU!

We hope you enjoyed it as much as we did