

Invitation to 10-15 cities and regions to join the  
innovation and co-creation project

# Nordic Tourism Innovation Lab

Digital service  
design

2021/22

#PLACEDIGITALISATION

# Taking digitalization for places to the next level

Tourism is undergoing rapid digitalisation. It is also one of the fastest growing industries in the world and a major employer. At the same time, competition between tourism destinations – cities and regions - is fierce and many destinations struggle with scarce resources.

In 2019 we ran the *Digitalisation for Attractive Places* project together with 35 people from 12 different Nordic regions and municipalities. The participants applied tools and strategies for digitalisation, such as Service Design, co-created new tools, prototyped and innovated new digital solutions.

The critical insights from the project are compiled in a toolbox for inspiration and knowledge sharing. If you are curious – see the last page here for the download link.



**We invite 10-15 destinations, cities and regions in the Nordic countries to this Innovation Lab** in order to co-create and help them become digital tourism frontrunners and take the lead in advancing digital. We would love if You can join us – [sign up here](#).

## What will you get:

### By participating, you will get specific benefits and deliverables:

- Participation of up to three people from your organisation/place in all project activities.
- Hands-on methodological and coaching support to design your own solutions.
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- Continuous sharing of experiences and best practices between project partners.
- Opportunity to influence the focus of the project by proposing questions and cases to be explored.
- Exclusive access to all best-practice case studies

### After the process, you will have:

- The potential, as a city, region or destinations to become a digital tourism frontrunners and take the lead in advancing digital innovation
- Learned how to lead and manage the digitalisation of your Destination
- Tested the best methods – like Service Design and Change leadership - for innovating and developing new solutions and learned how can it be done with scarce resources
- Received inspiration and new insights on how digitalisation and digital transformation can be employed to make your place more attractive to tourists.
- Co-created, shared experiences and connected with peers in the Nordic Tourism Innovation Lab.

# The Process – 4 Steps to Success

Our process to help you define, explore and kick-start your project successfully.

## Discovery

(Pre-meetings and assignment)

To understand context and limitations

Introduction to digital (learnings, what to gain) - “WHY”

Tools and way of working - “HOW”

### Project kick-off:

- Present project plan and process
- Your challenges/opportunities
- Define business needs
- Identify goals and success metrics
- Understand expectations
- Share existing material

## Definition

Understand the problem and define your focus - “WHAT”

- Stakeholder mapping
- Assumption mapping
- Define and align (why, how, who, what)
- Key potential users and needs
- Map Customer Journey (from Collect data, generate insights, to potential actions/use)
- Opportunity mapping
- Define focus area

## Exploration

Understand the opportunities and what the solution could be -”WHAT”

- Idea generation on value proposition
- Idea selection and refinement
- Fast prototyping
- Making decisions

## Prototyping

(Coaching and assignment)

Setting up the project for success  
Decide on next steps

- Set up time plan
- Design user validation actions (metrics, resources)
- Prioritize what to validate
- Coaching sessions and guidance in further prototyping / development
- Planning for follow ups, coaching and to keep accountability
- Retrospective (what was good, what failed, insights, learnings)

# Timeline

Phase	When	What
<b>Discovery</b>	<b>August – November, 2021</b>	Kick-off meetings: In this a pre-project phase all cities, regions and organisations in the project will have individual meetings with coaches
<b>Definition &amp; Exploration</b>	<b>16-17 November, 2021</b>	Interactive digital workshop
<b>Prototyping</b>	<b>November – March/April</b>	Working on your project, coaching, support and visit
<b>Final seminar</b>	<b>March/April, 2022</b>	Interactive digital workshop and seminar to present your completed plan for implementing digitalising tourism project

# About the organisers



Ustwo is one of the world's leading digital agencies. We work in many different industries where we design products and services for global brands like Google, Facebook, Amex, IKEA, BMW, Lego and many more. With studios in London, Sydney, New York and Malmö we shape the digital future of our clients by delivering bespoke solutions that actually make a difference.

In the field of emerging needs and trends, we work with solutions for how technology can transform lives for the better. We believe that besides the craft of designing and building great digital experiences, the real differentiator is HOW you do it. Collaboration and working as one team unleashes the collective genius, bringing out the strength in what we can do together.

For more information on cases and clients, please see [www.ustwo.com](http://www.ustwo.com)

## Company details:

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Kärleksgatan 2b  
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Registration number: 556903-1361

## Future Place Leadership™

We are a Stockholm based Nordic management consultancy specialising in the development, innovation and marketing of places.

We help our clients become a better place for people and business. We believe that the leading places of the future manage and develop their attractiveness and connectedness, and use their resources in a sustainable manner.

Cities are and will continue to be at the forefront of innovation, economic growth and clustering of people. How to stand out? How to develop cutting edge services to meet the demands in a highly competitive international environment, where digitalisation, sustainability and brands play an increasing role? This requires innovation, marketing, but above all place leadership. We help make places great.

For more information on cases and clients, please see <https://futureplaceleadership.com/>

## Company details:

Future Place Leadership AB  
Valhallavägen 79  
114 28 Stockholm, Sweden  
Registration number: 556981-5235

## Participation fees

Project participants pay a fee according to their category and number of inhabitants of their location. Up to three participants per partner can participate in each meeting\*:

National government agencies and ministries.....	€ 9,900
City/regional organisations (more than 100,000 inhabitants).....	€ 5,900
City/regional organisations (between 50,000-100,000 inhabitants).....	€ 4,900
City/regional organisations (less than 50,000 inhabitants).....	€ 3,900
Clusters and science parks.....	€ 3,900

\*Partners that wish to bring more than three participants to a meeting can do so for a small additional fee.

## Click here to register

<https://futureplaceleadership.com/projects/digitalisation/>

# Welcome on board

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## Free resources:

- [Our handbook on Digitalisation for Attractive Cities and Regions](#)
- Our tips and guidance for destinations, municipalities and regions in the [Crisis Management in the Tourism Industry](#)

