



The Service Design Network



STRATEGY

SDN MISSION

Our mission is to **grow the market** for service design and **enable opportunities for our members** to create better and more human services worldwide.

We believe that a greater demand for the practice will positively influence the communities of research, education, and practice. We are a platform for **exchange, communication, and support** for the diverse service design community.

A photograph of a man with glasses and a beard, wearing a tan blazer over a patterned shirt, riding a white bicycle through a conference audience. He is smiling and looking towards the camera. The audience is seated in rows of white chairs, and a large screen in the background displays the text "THANKS FOR JOINING SERVICE DESIGN GLOBAL CONFERENCE".

What do we do?

We connect you with **like-minded, passionate service designers** from companies, agencies and academia. We equip you to **create better services** and **raise awareness** about **service design**.



Volunteer-led
organisation



29
international chapters



A community with over
10 years of expertise



**Facilitate knowledge
exchange**



**Create relevant
content**



**Recognise & celebrate
best practice**



**Raise awareness
& grow service design**



**Connect the
international community**



**Enrich the local
SD community**

MEMBER EXCLUSIVE BENEFITS





Who are
we?

MANAGEMENT BOARD



Tarja Chydenius
Service Design Network
Laurea University Of
Applied Sciences



Shelley Evenson
Service Design Network
Fjord



Jesse Grimes
Service Design Network
Informaat



Jamin Hageman
Service Design Network
Capital One



Yigit Kulabas
Service Design Network
RE / Design Business



Birgit Mager
Service Design Network
KISD



Alex Nisbett
Service Design Network
Designit

EVENTS BOARD



Alex Nisbett
Service Design Network
Designit



Jamin Hageman
Service Design Network
Capital One



Tarja Chydenius
Service Design Network
Laurea University Of
Applied Sciences



Atsushi Hasegawa
Service Design Network
Concent



Ruth Watson
Service Design Network
Nile

NATIONAL CHAPTER BOARD

MEDIA BOARD



Jesse Grimes
Service Design Network
Informaat



Stefan Moritz
Service Design Network
Veryday



Shelley Evenson
Service Design Network
Fjord

SPECIAL INTEREST BOARD

SDN GLOBAL TEAM



Karin Henz
Service Design Network



Cristine Lanzoni
TH Köln



Leila Marchetti
TH Köln



Alicia Shao
KISD



Samuel Simon
Service Design Network



Eloise Smith-Foster
TH Köln

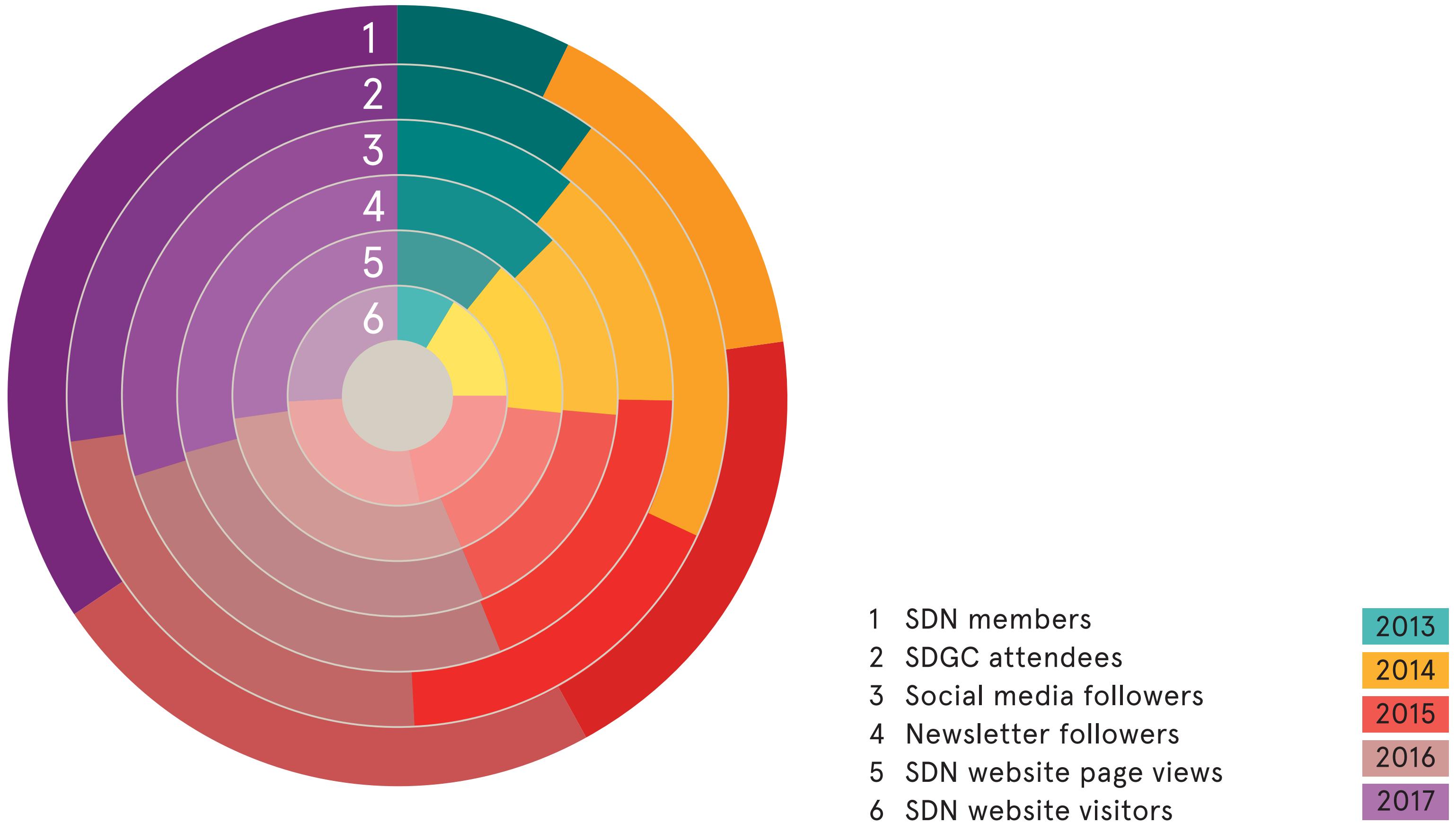


Kelly Teunissen
Service Design Network

SERVICE DESIGN NETWORK

Achievements 2017

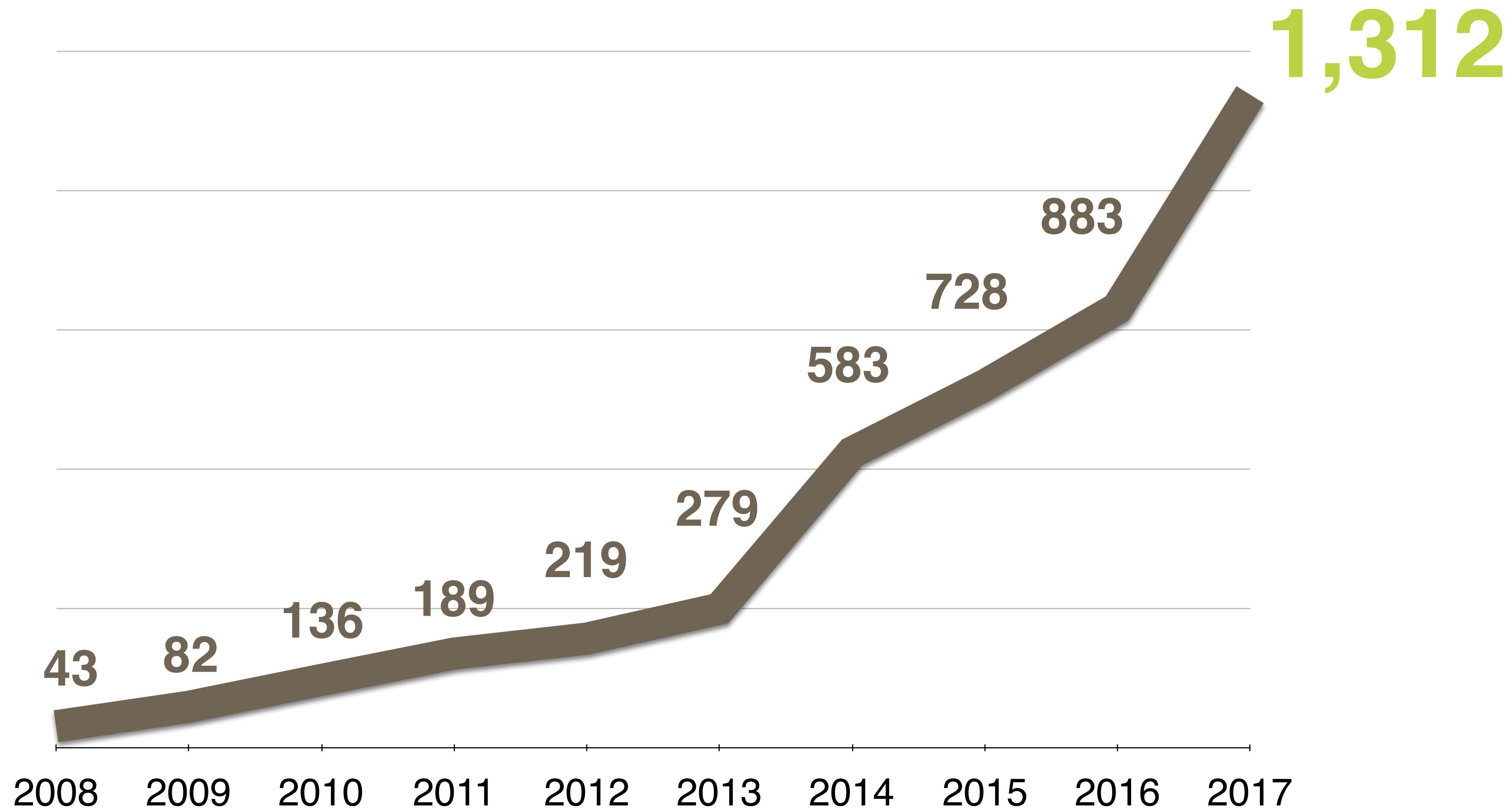
MEASURING IMPACT AND VALUE



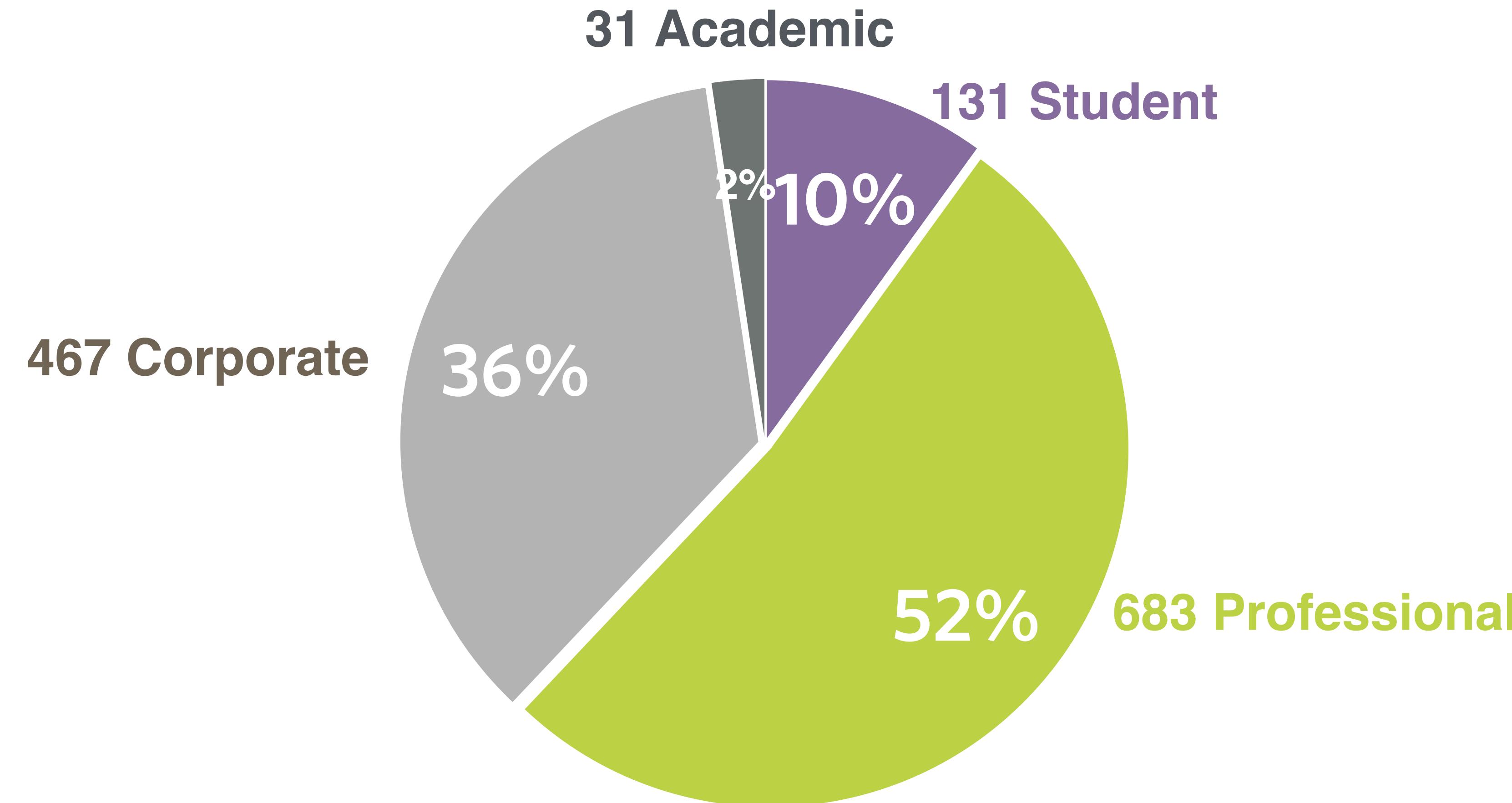


MEMBERS

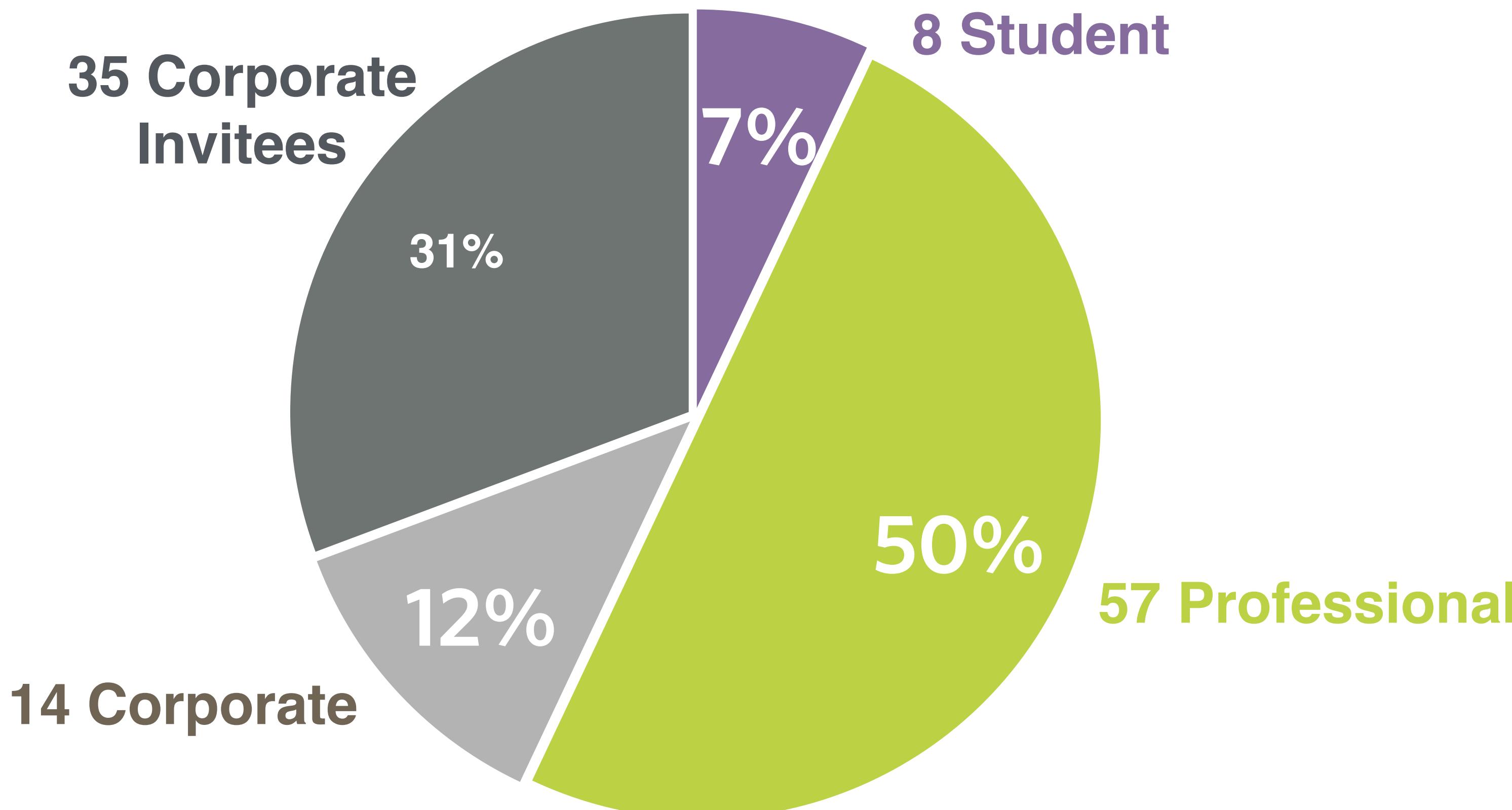
INTERNATIONAL MEMBER GROWTH



MEMBER TYPE OVERVIEW



GERMANY MEMBER TYPE OVERVIEW





CHAPTERS

Tarja Chydenius
Eloise Smith-Foster



Austria



Beijing



Belgium (building)



Brazil



Bulgaria (building)



Canada



Chicago



Chile



Colombia (building)



Denmark



Finland



Germany



HongKong (building)



Hungary (building)



Indianapolis



Ireland



Japan



Netherlands



Norway



San Francisco



Saskatchewan



Shanghai



Spain



Washington DC



Sweden



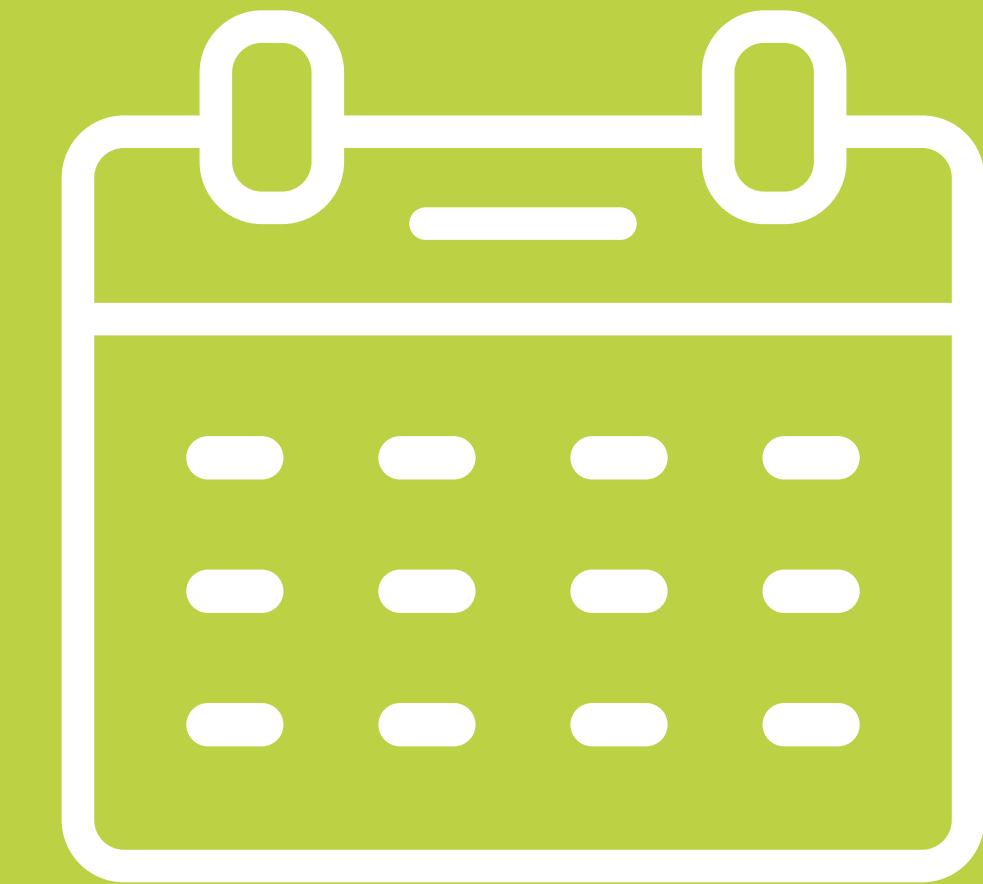
Taiwan



Turkey



UK



EVENTS

Jamin Hegeman, Alex Nisbett
Leila Melina Marchetti,
Janina Rösch, Eloise Smith-Foster, SDN Chapters

GLOBAL CONFERENCES



AMSTERDAM 2008



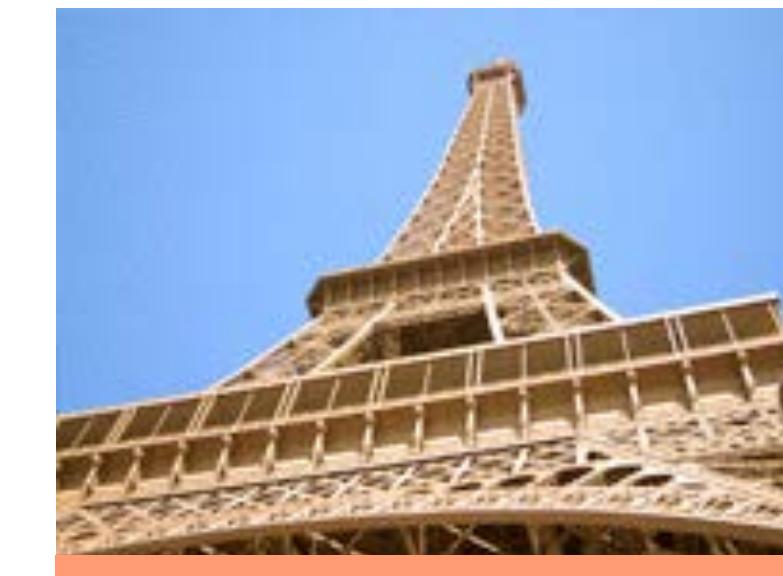
MADEIRA 2009



BERLIN 2010



SAN FRANCISCO 2011



PARIS 2012



CARDIFF 2013



STOCKHOLM 2014



NEW YORK 2015



AMSTERDAM 2016



MADRID 2017

CHAPTER EVENTS



SDD Dublin SDN IRELAND
Hamilton Building, College St, Dublin 2
6:00 PM
An event powered by SDN∞ SERVICE DESIGN NETWORK Dublin UX

Speakers:
Designing for Service Failure
Omnichannel Prototyping in Service Design
Transition - A Realm of Pure Possibility



Global Goals Jam
Design 2030 Now!

sign Within US

TIME TO CHANGE THE WORLD

1 NO POVERTY 2 ZERO HUNGER 3 GOOD HEALTH AND WELLBEING 4 QUALITY EDUCATION



SDD Dublin SDN IRELAND
1 Grand Canal Square
Dublin
An event powered by SDN∞ SERVICE DESIGN NETWORK Dublin UX

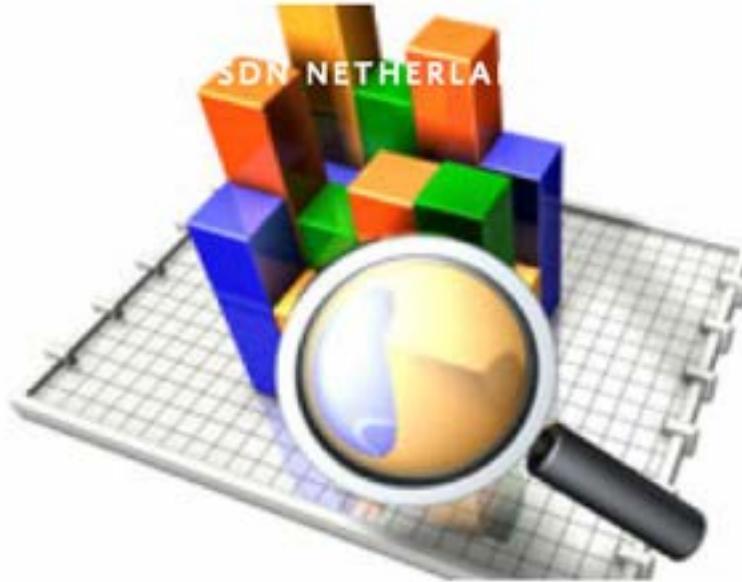
Speakers:
Lesley Tully
Nur Karadeniz
Tim Macarthur

SDN IRELAND
Tuesday, May 2, 2018
Bank of Ireland, Trinity College Branch
Hamilton Building, Trinity College Dublin

Dublin

An event powered by: SDN∞ SERVICE DESIGN NETWORK

CHAPTER EVENTS



Design, CEO
trics,
oks "This is
inking" and
sign Doing"
sed)



LAUREA
AMMATTIKORKEAKOULU
UNIVERSITY OF APPLIED SCIENCES
Yhdessä enemmän
Together we are stronger

Sponsored
Laurea U

Check our:
[Master's D](#)
[and Design](#)
Application
[Palvelumuu](#)
Hakuaika 1



SERVICE DESIGN DAY - JUNE 1st



Celebrating
service design



Raising
awareness



Bringing the
community together

How can I **get involved?**

Share activities using **#ServiceDesignDay**



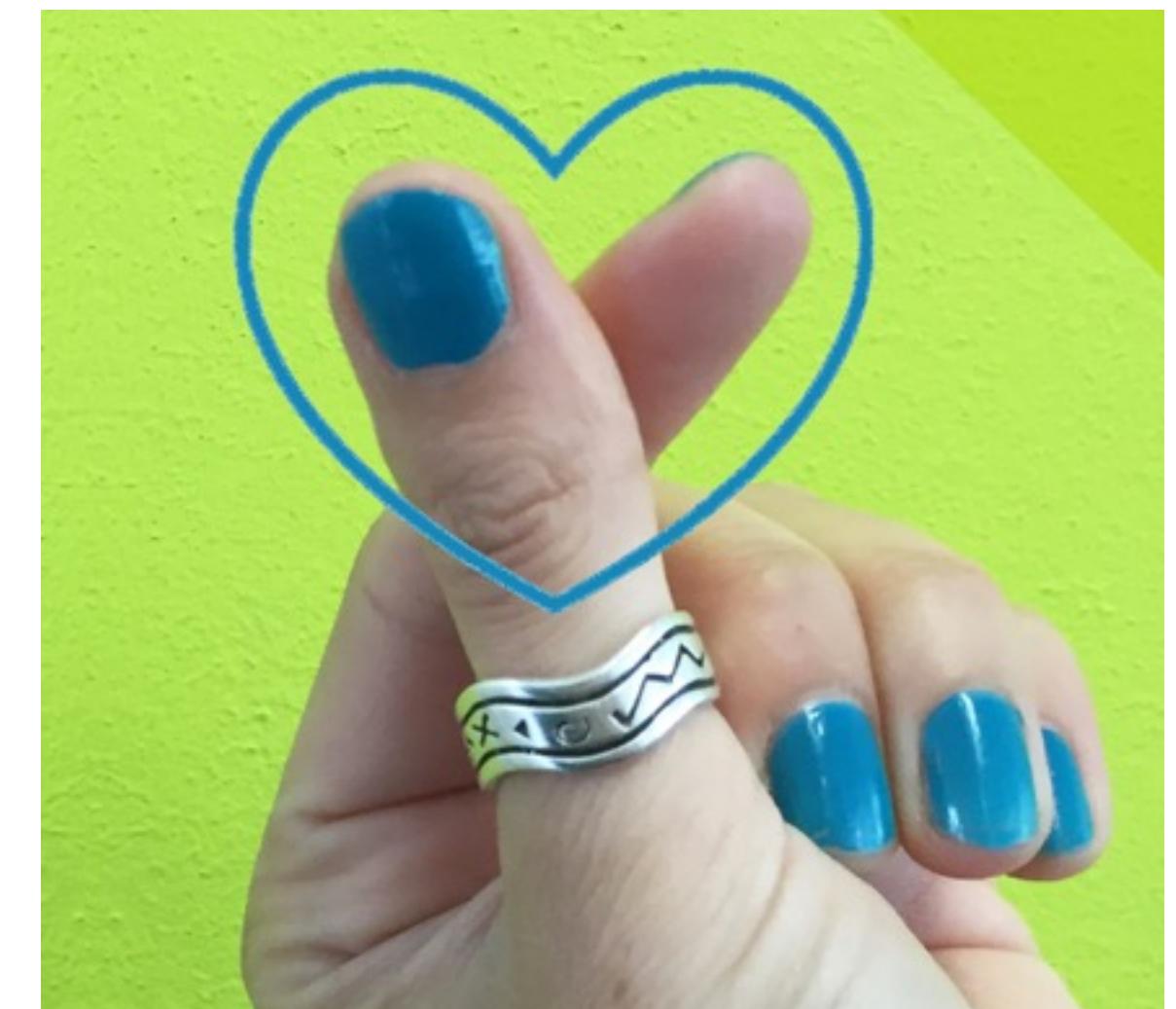
Share service moments



Celebrate!



Tag a touchpoint



Share the SDDay sign

in



f



CHANNELS

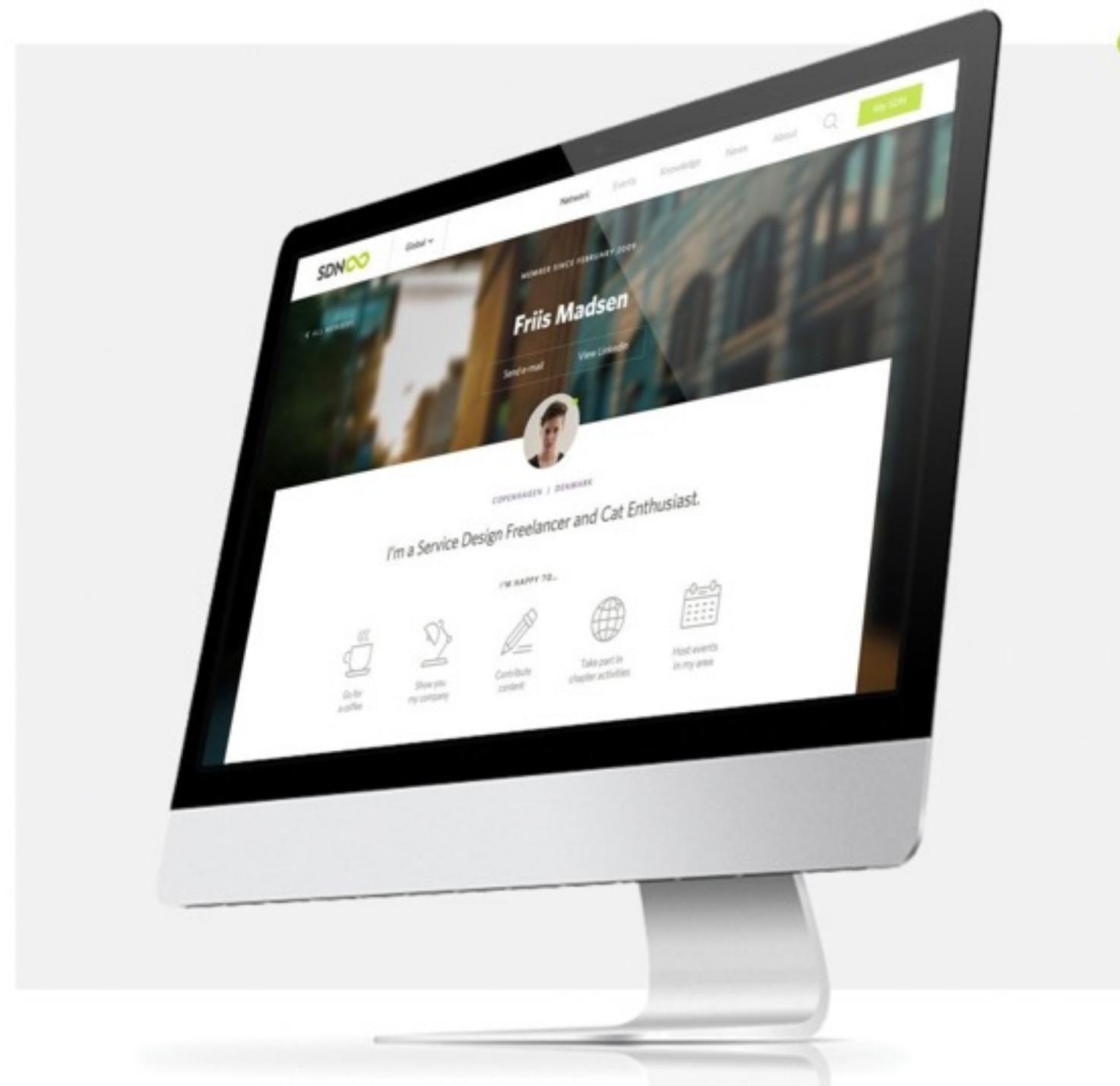
Yigit Kulabas
Samuel Simon, Kelly Teunissen

NEW SDN COMMUNITY SLACK



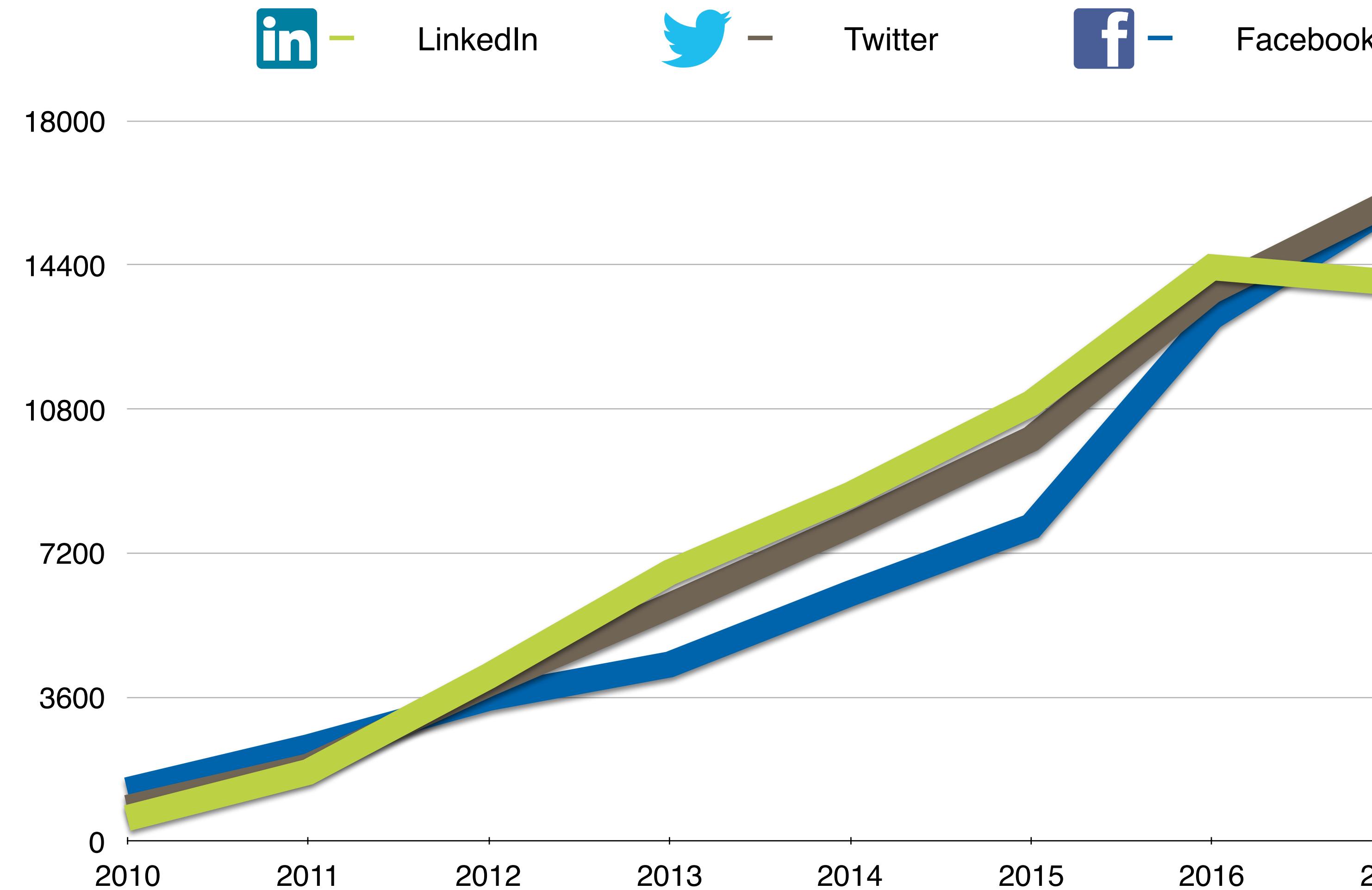
**Join the international conversation!
For SDN Community Followers and Members**

SDN WEBSITE



**540,322 Page views
103,647 Visitors**

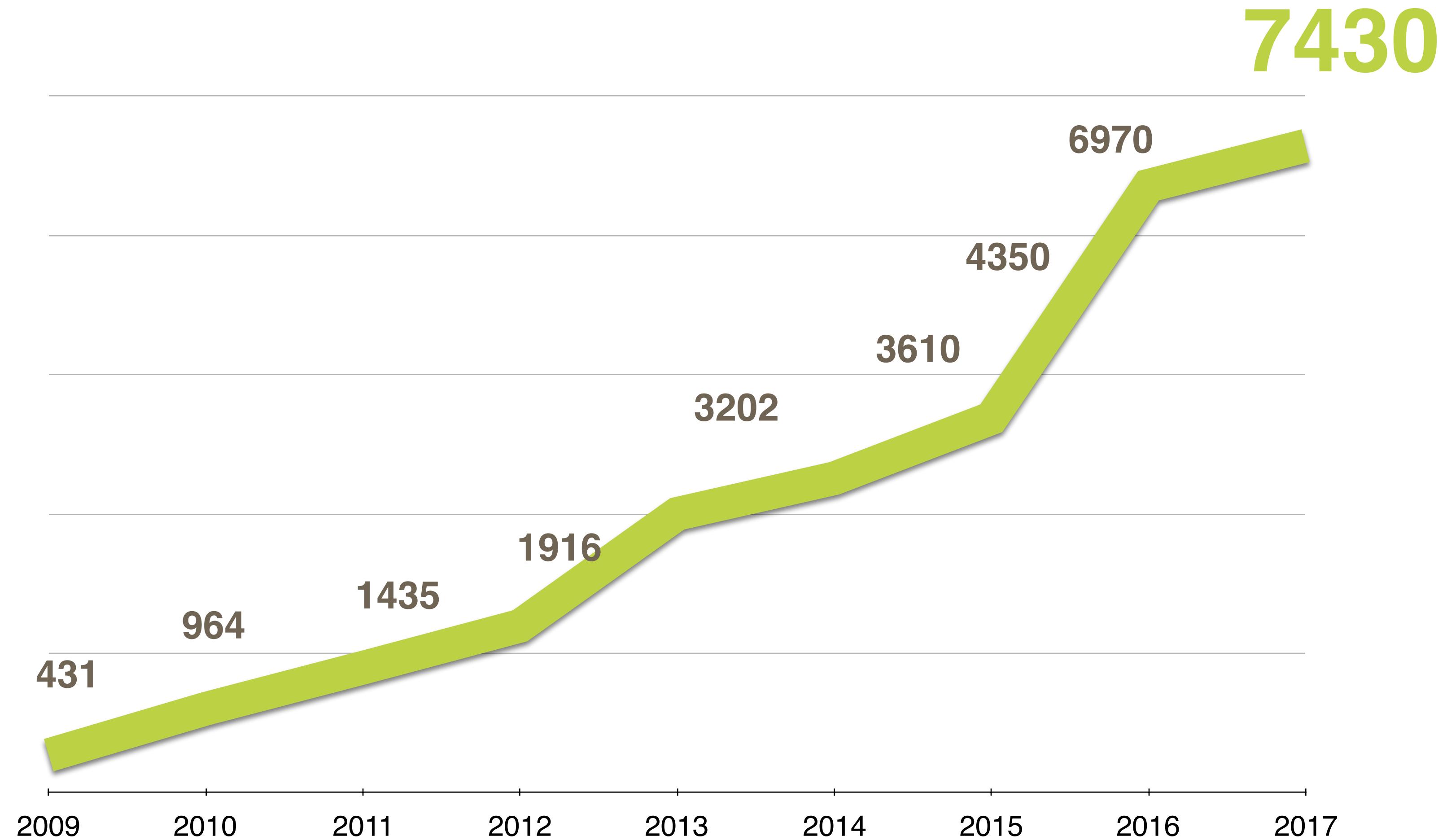
SOCIAL MEDIA GROWTH



45,896

**TOTAL audience following our
social media activities**

INSIDER NEWSLETTER

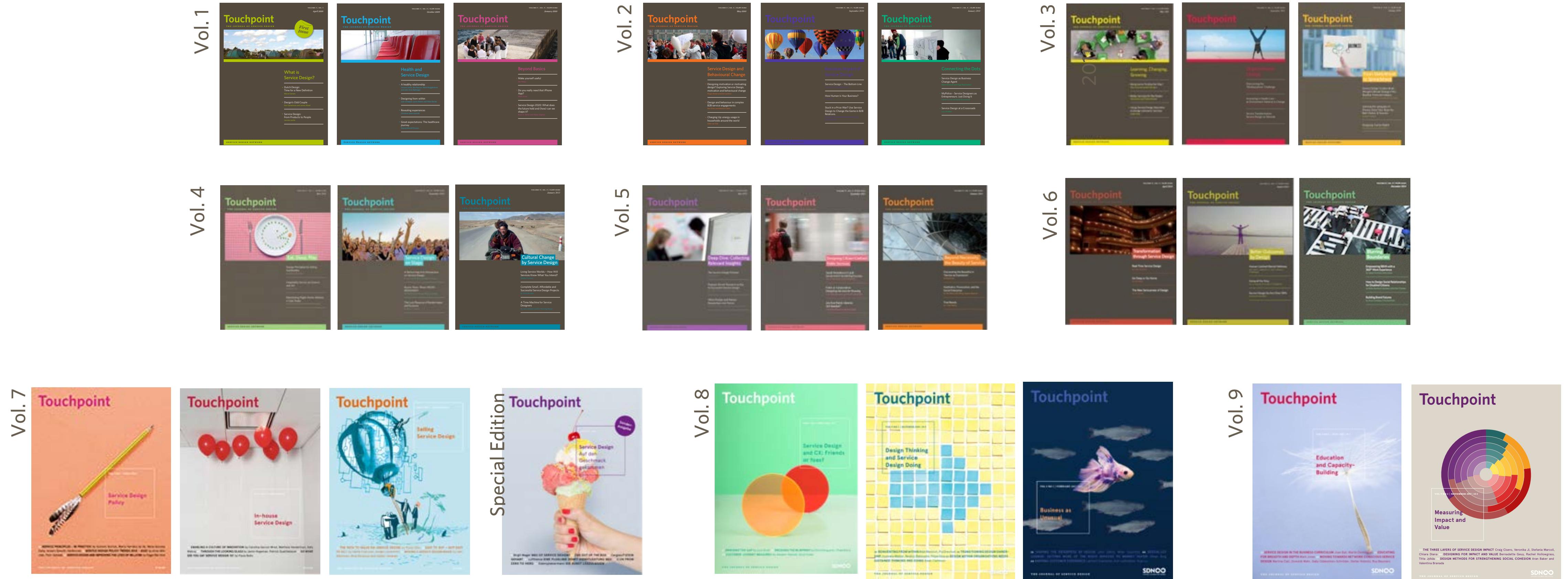




TOUCHPOINT JOURNAL

Jesse Grimes - Editor-in-Chief
Cristine Lanzoni

TOUCHPOINT JOURNAL



TOUCHPOINT JOURNAL



Measuring Impact and Value



Special Interest Groups

Birgit Mager, Shelley Evenson
Aline Alonso

IMPACT REPORTS



2015
Financial Services



2016
Public Sector



2017
Health Sector



SERVICE DESIGN AWARD

Kerry Bodine - Head of the Jury
Eloise Smith-Foster



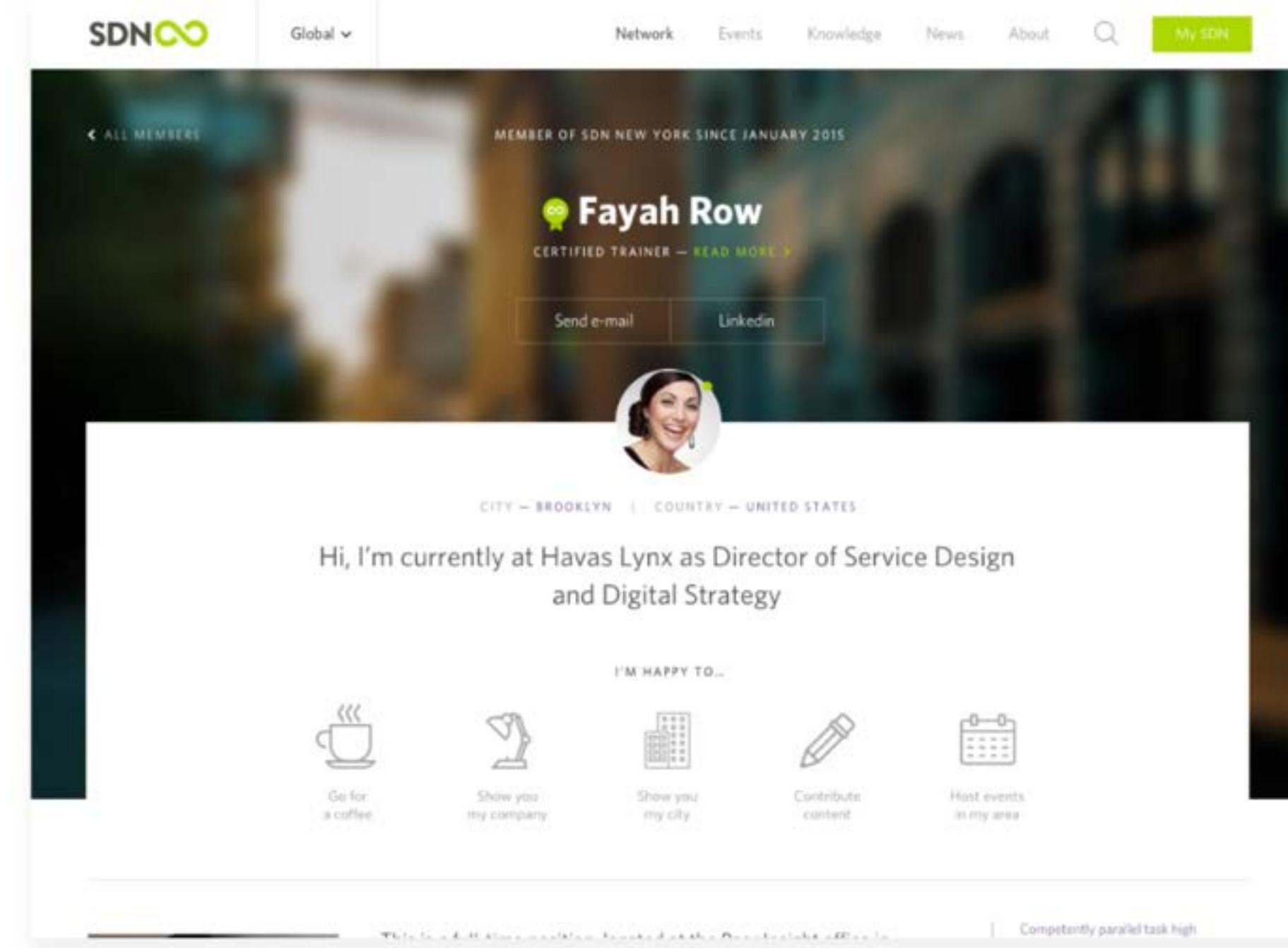
over 30 nationalities represented
14 shortlisted projects



TRAINER ACCREDITATION

Birgit Mager - Head of Committee
Cristine Lanzoni

Become an SDN Accredited Service Design Trainer



An official accreditation initiative that will help establish a standard and ensure higher quality within the field



YOU !

Actively engage!

We welcome anyone who wants
to make a difference with
service design.



