

NPA GLOW2.0 - Green energy technologies for tourism growth



Framework for Supporting Service Design Adoption in SMEs
Marketing and Innovation Activities
(Deliverable D2.4.3)

Interreg



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GLOW2.0

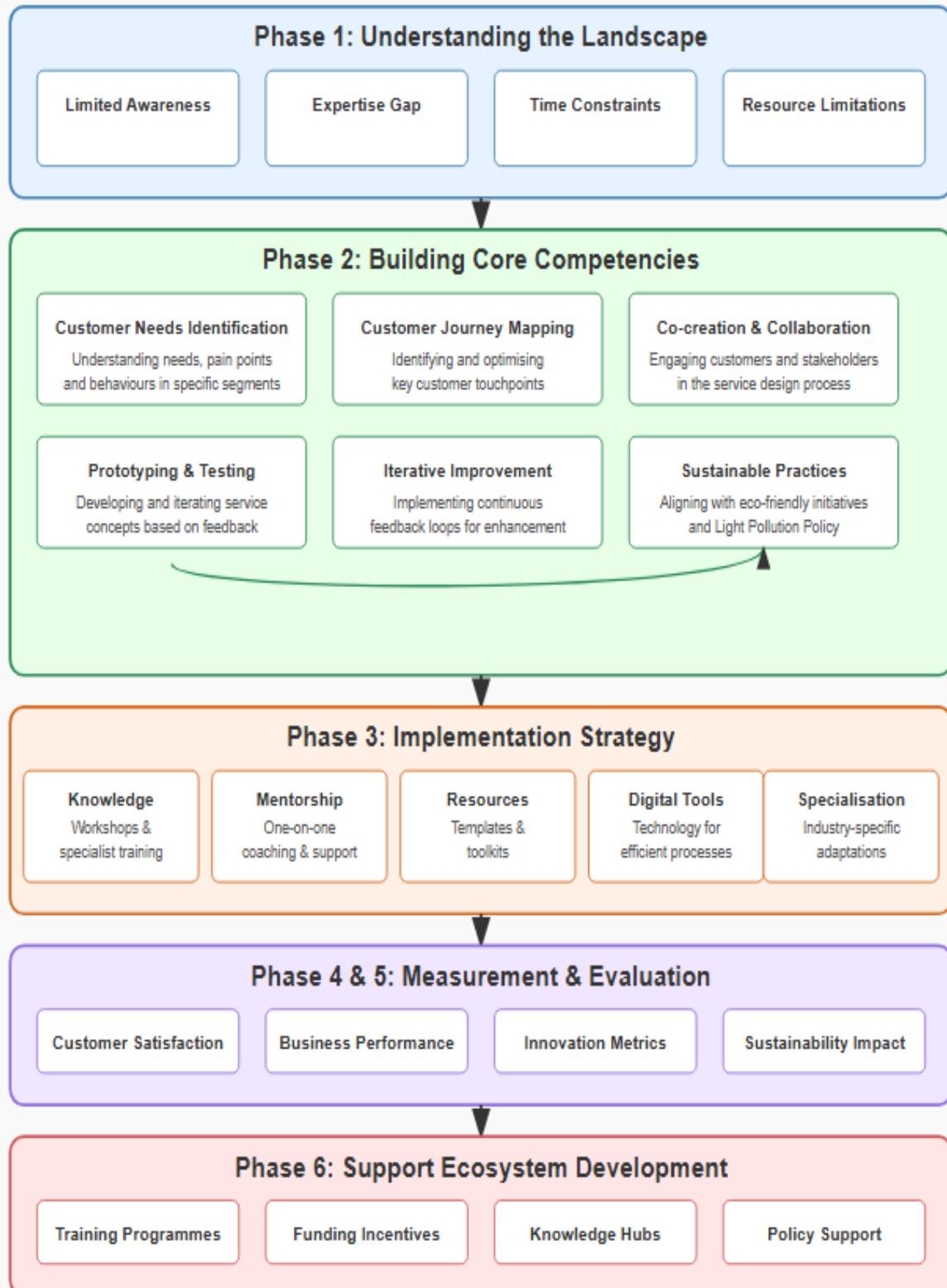
Northern Periphery and Arctic

Framework for Supporting Service Design Adoption in SMEs' Marketing & Innovation Activities

A Guide for Public Bodies Introduction

This framework provides guidance for public bodies to effectively support SMEs in adopting service design methodologies for marketing and innovation activities. It outlines strategic approaches for government agencies and regional authorities to establish programmes, policies, and resources that enhance SMEs' competitiveness through customer-centric design. The insights are derived from the GLOW 2.0 project and regional SME engagements. Given Ireland's leadership in dark sky conservation and the development of a Light Pollution Policy, this framework also incorporates strategies for public bodies to align service design support with sustainable tourism initiatives, creating dual benefits for SMEs and environmental objectives.

Visual Service Design Adoption Framework



1. Challenges Public Bodies Must Address

- **Limited awareness:** SMEs often lack understanding of service design benefits; public bodies must raise awareness and demonstrate value.
- **Expertise gap:** Absence of trained personnel in service design principles requires public bodies to facilitate skill development.
- **Time constraints:** SMEs prioritise daily operations over strategic design initiatives; support programmes must accommodate operational realities.
- **Resource limitations:** Public bodies need to provide financial and mentorship support for structured service design adoption.

2. Key Components Public Bodies Should Promote

- **Identifying customer needs:** Support SMEs in understanding customer needs, pain points, and behaviours in specific segments as essential for customer-centric innovation and marketing.
- **Customer Journey Mapping:** Provide resources for identifying and optimising key touchpoints in customer interactions.
- **Co-creation & Collaboration:** Facilitate processes for engaging customers in the service design process.
- **Prototyping & Testing:** Support the development and iteration of service concepts based on feedback.
- **Iterative Improvement:** Help implement continuous feedback loops for service enhancement.
- **Alignment with Sustainable Tourism Initiatives:** Guide SMEs to incorporate service design that promotes eco-friendly practices and aligns with Ireland's emerging Light Pollution Policy.

3. Best Practices for Public Bodies Implementing Support Programmes

- **Workshops & Training:** Organise hands-on service design workshops tailored to SME needs, facilitated by service design specialists funded through public initiatives.
- **Mentorship Programmes:** Establish structured one-on-one coaching programmes to assist SMEs in implementation, connecting experienced practitioners with local businesses.
- **Resource Kits:** Develop and distribute templates, guidelines, and best practice toolkits for easy adoption by resource-constrained SMEs.
- **Integration with Digital Tools:** Provide access to digital platforms for efficient service design processes through subsidised licences or public-private partnerships.
- **Promoting Dark Sky-Friendly Practices:** Create incentives for tourism SMEs to integrate service design principles that enhance visitor experiences while preserving the natural night environment.

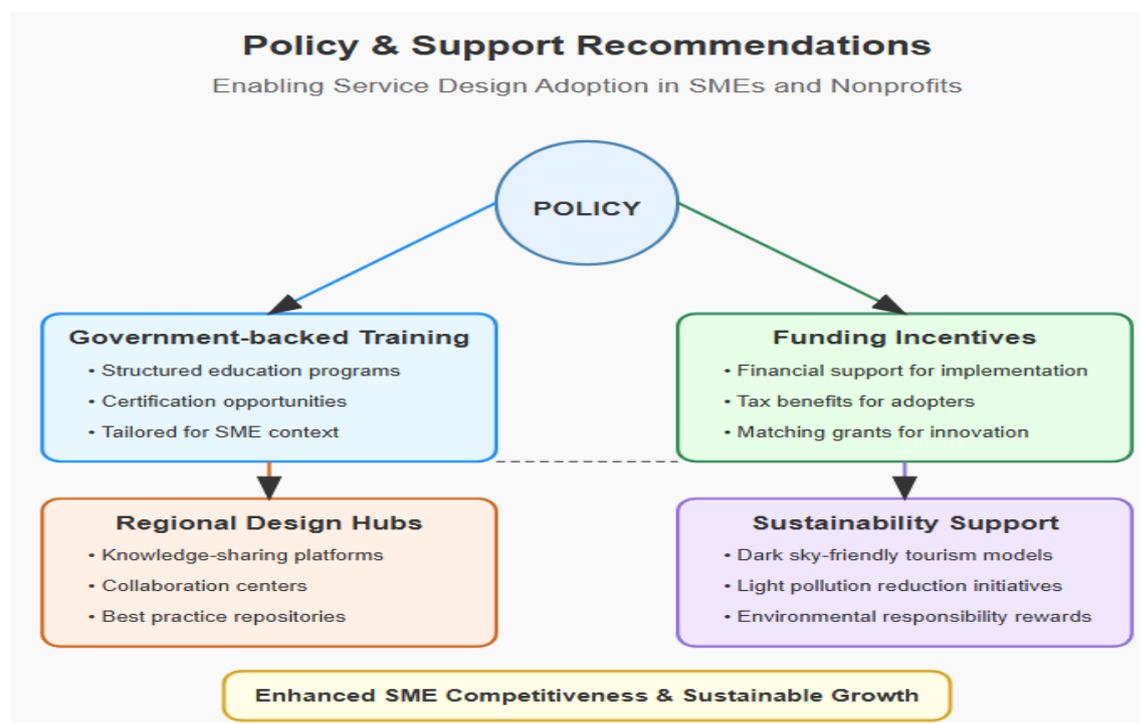
4. Regional Case Studies of Public Body Support

- **Ireland:** Government-supported Design Thinking workshops with mentoring for tourism and hospitality SMEs through local enterprise offices.
- **Finland:** Regional authority-led series of workshops for SMEs on creating Dark Sky tourism products, based on service design and customer-centric innovation methods.
- **Iceland:** Initial steps towards service design through government training and support programmes facilitated by public agencies.
- **Norway:** Public tourism authorities applying service design in dark sky tourism to enhance visitor experiences through coordinated regional initiatives.

5. Measuring Success of Public Body Interventions

- **Customer Satisfaction Metrics:** Enable SMEs to conduct surveys to measure improvements in user experience through supported data collection tools.
- **Business Performance Indicators:** Track the impact of public support for service design on SME revenue growth and market expansion.
- **Innovation & New Service Development:** Monitor new offerings resulting from publicly supported service design methodologies.
- **Sustainability Impact:** Assess the contribution of supported SMEs to responsible tourism and light pollution awareness as a measure of policy effectiveness.

6. Policy & Support Recommendations



- **Government-backed training programmes:** Develop structured education on service design specifically for SME contexts.
- **Funding incentives:** Create financial support mechanisms for SMEs implementing service design initiatives, including innovation vouchers and matched funding.
- **Regional Service Design Hubs:** Establish knowledge-sharing platforms to foster collaboration and best practices with public body coordination.
- **Support for Light Pollution Reduction Efforts:** Ensure service design support frameworks integrate dark sky-friendly tourism models aligned with Mayo County Council's policy development.

Conclusion

This framework equips public bodies with actionable strategies to support SMEs in integrating service design into their marketing and innovation activities. Through coordinated policy implementation, targeted funding, and structured knowledge sharing, government agencies and regional authorities can create an enabling environment for service design adoption. By aligning these efforts with sustainable tourism and dark sky conservation initiatives, public bodies can simultaneously enhance SME competitiveness, drive business growth, and support environmental responsibility. The successful implementation of this framework will contribute to regional economic development while positioning supported SMEs at the forefront of customer-centric innovation.

FURTHER INFORMATION

GLOW2.0 - Green Energy Technologies for Tourism Project has been funded by Interreg Northern Periphery and Arctic Programme.

Link to project website: [NPA GLOW](#)

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