



Practical Training and Development Programme for Aid Measure Design in Estonia



The results of the training programme

- **One fifth of the measures of the new funding period were designed**
- **A voluminous aid measure design portfolio was created**, which includes tips and tools for the design of the content and goals of the aid measures
- **122 public sector leaders with service design competence were included**
- **As a follow-up activity, a network will be established** that helps to design the remaining aid measures
- **The programme was very popular**, not all the candidates had a chance to participate

Within the framework of the programme, **14 measures** of the EU Structural Funds of the **2021-2027 funding period** went through the design process, which **makes up 21.7% of the EU funding, 3,369 billion euros**

The programme was **commissioned by the managing authority** - the State Shared Service Centre (SSSC), **and the member state** - represented by the Ministry of Finance (MoF)

The programme, **funded by the structural and investment funds of the EU**, was **developed and implemented by the Social Innovation Lab** together with its partners

The measures designed in the programme

Ministry of Culture:

- Supporting Informing the Public on Migration, Adaptation and Integration Topics.

Ministry of Economic Affairs and Communications:

- Supporting the Renovation of Apartment Buildings;
- Supporting the Development of Public Digital Services;
- Investment Support for SMEs and for the Diversification of Entrepreneurship.

Ministry of Environment:

- Supporting the Development Services for Start-Ups of Innovative Green Technologies;
- Supporting Recycling and Safe Circulation of Materials.

Ministry of Justice:

- Supporting the Reduction of the Recidivism of Young Offenders.

Ministry of Education and Research:

- Supporting Adults Learning Estonian;
- Supporting the Development and Implementation of Knowledge-Based Curricula, Study Equipment, Personal Learning Paths and Study Analytics, and the Monitoring of Learning Quality;
- Supporting the Development of Knowledge Networks and the Links Between Research World and Enterprises by Facilitating the Movement of Employees Between Research, Private and Public Sectors;
- Supporting the Accessibility of Top-Level Knowledge Infrastructure According to the Needs of the Economy and the Society;
- Supporting the Basic and In-Service Training and the Succession of Youth Workers;
- Supporting Youth Work for Offering Support Measures for NEET-Youth.

Ministry of Finance:

- Supporting Regional Incentives for Fair Transition.

The Training and Development Programme

Targeted to **officials responsible for drawing up the grant conditions** together with their teams consisted of colleagues (lawyers, content experts etc), partners and final beneficiaries

In two groups, **7 teams** worked with **their aid measures**. The teams had **6-7 members**, and support was given by a **facilitator** from SSSC or from the MoF

The programme consisted of **7 practical training and teamwork days**, home tasks and two final online seminars

During the programme, the teams could include an expert from SSSC or MoF for 1 hour in their respective field. **11 experts** from **9 different fields** were involved in the programme

Day 1

Theory of co-creation method
Teambuilding
Problem mapping

Day 2

Stakeholder mapping
Value proposition
Theory of change
Contextual interviews

Day 3

Analysing interviews
Creating personas
Operating environment
Solution indicators

Day 4

User-journey mapping as is
Problem defining
Mapping the limitations of solutions

Day 5

Creating solutions
Choosing solutions
Supplementing the theory of change

Day 6

Description of the solution metrics
User-journey mapping to be
Prototyping

Day 7

Grant procedure flowchart
Communication of changes

Final online seminars

The teams presented their work concluded in the framework of the training programme in the final online seminars on the Facebook page of the SSSC. The final seminars attracted 130 subscribers, who had a chance to ask additional questions from the teams.

The network of aid measure design has been set up to exchange design thinking experiences and the introduction and use of the tips and tools in the portfolio

The training programme was conducted **via Zoom** and **Miro** to **two training groups**, from November 2021 to February 2022 and from January 2022 to March 2022

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