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New Welfare Services – Sustainable Service Design as a driver for regional development

Lakes and waterways, if wisely governed, are resources that can facilitate regional growth in many areas: they constitute the basis for a cost-effective mode of transport; they bring with them the platform for a blue economy; they provide the basis for tourism and leisure; and last, but not least, access to clean water is key to a functional society.

The programme on New Welfare Services focuses on sustainable services for the East Africa Great Lakes Region and aims at highlighting sustainable service design and management as a tool for regional development. It focuses on governance as service, as well as governance as a facilitator for inclusive commercial service design, development, and management. Primarily the programme aims to increase and create more sustainable (social as well as environmental) national and inter-regional cooperation within and between industry-specific actors, where synergies between the respective industry specific representatives. With a clearly defined “value in use”, the lakes and waterways can be more sustainably and effectively used in providing regional growth.

PROGRAMME BACKGROUND AND PURPOSE

The greatest development challenges facing Lake Victoria and its basin are the socio-economic and ecological problems, which are mainly related to the interlinkage between poverty and environmental degradation. Sus-

tainable growth is one prerequisite for poverty alleviation in any country. Considering the fact that population growth in the Lake Victoria basin is in the region of 3% and that 50% of the population live under poverty line, a substantial growth is required in order to alleviate poverty.

The growth that has been seen in the region over the last few decades has mainly been based on the exploitation of natural resources. Some of it is linked to finite resources, such as mining activities (mainly diamonds and gold), other parts of it linked to agriculture and fisheries. Critical questions on sustainable growth in the region relates to how the benefits of the exploitation of natural resources are used, and to whether the non-finite resources are exploited in a sustainable way. The answers are clear enough. There are indications that a large portion of the proceeds from economic activities in the region is not reinvested in the region. It is also evident that most present practices are unsustainable.

In the last years, East Africa has experienced a large economic growth based on exports of commodities and un-refined natural resources without it leading to an equal reduction of poverty.

The Lake Victoria region could have a crucial role to play in the quest to support regional development. Whilst being one of the poorer parts of the region, it

is potentially a central node for regional trade integration as a platform for transports. There is also a large untapped potential for increased tourism that would generate new income streams for the poor, fishing dependent, lake-side communities. Lastly, the existing fishing industry and the growing aqua culture industry are business areas where support services are needed. Currently under environmental stress and overfishing, the commercial services that could be developed for the lakes and waterways in this process needs to be carefully designed to ensure both environmental and social sustainability.

As previously indicated, the overarching aim and purpose for this programme is to increase and strengthen the competence and abilities of key actors within the East African Community (EAC), about service and service design to ensure design development processes that are inclusive and contributes to innovative services that are attuned to commercial and social needs – corresponding to the theme this programme addresses of inclusive service-, and service design.

Service, defined as the application of knowledge and skills for the benefit of another party, differs from goods in the spatial dimension as they are normally delivered as service propositions, hopefully accepted, and utilised in a specified space. From a development perspective, service is an interesting complement to goods and other physical resources as much of the value-chain is local and drawing upon local resources. The most obvious example is the tourism industry, where service is the central basis of exchange, money for local expertise, for a relaxing environment, for experiences beyond the normal. Other similar service domains are transports and logistics, health services, and all the public services that caters for a functioning society – education, all sorts of infrastructure, governance, and regulations- /guidelines- /recommendations.

This programme aims at highlighting sustainable service design and management as a tool for regional development. It focuses on governance as service, as well as governance as a facilitator for inclusive commercial service design, development and management.

PROGRAMME LEARNING OUTCOMES

Through the programme the participants will:

- Reflect on their role as service providers for development.
- Get a deeper understanding of the nature of services on a theoretical level as well as of the linkages between tourism, transports, trade, and environment.

Develop tools to understand, elaborate upon, and develop their own portfolio of service propositions for facilitating inclusive social and commercial service design, development, and the related management processes.

After the programme the participants should be able to:

- Interact with the service community, understanding the dynamics of service.
- Facilitate inclusive sustainable service development and design processes.
- Cooperate across administrative as well as national borders for the benefit of service development and inter regional trade.
- Develop new facilitating public services beyond what is currently in place.

PROGRAMME ACTIVITIES

- Application period: 15 February–30 April 2023.
- Digital pre-module; May–June 2023 .
- Inception workshop in Kampala, Uganda: 15–17 September 2023.
- Digital Module 1 “An introduction to Service Management”: October 2023.
- Digital Module 2 “Governance as service and leadership in public organisations”: November 2023.
- Digital Module 3 “Sustainable service management”: End of November 2023–January 2024.
- Digital Module 4 “Understanding risk management in services”: End of January–February 2024.
- Digital Module 5 “Gender and equality in service industry”: February–March 2024.
- Digital Module 6 “Borders and boundaries in society, working with, through and beyond”: March–April 2024.
- Digital Module 7 “Binding it together: Governance, leadership, structure and instruments for service design”: April–May 2024.
- Closing conference in Uganda: 14–16 May 2024.

TEACHING AND COORDINATING STAFF

The programme is provided by the [Department of Service Studies](#) at the Faculty of Social Sciences at Lund University, and Entebbe International University in Uganda. Supported by [Lund University Commissioned Education \(LUCE\)](#), the department at the university focusing on professional development and capacity building programmes.

TARGET GROUP

The strategic recruitment will aim to ensure key persons with relevant profile on adequate positions and with a mandate to initiate, develop and strengthen the capacity for innovation among the participants and their home organisation that aims at the goals of the programme.

Women are encouraged to apply to the programme since we strive to obtain an equal gender distribution.



YOU ARE ENCOURAGED TO APPLY IF YOU:

- are a mid-to-upper-level manager in a ministry governing processes and services for the Lake on regional level;
- are a regional development manager (or similar) of maritime administration for Lake Victoria;
- are a regional head of maritime affairs for Lake Victoria;
- are from Uganda, Tanzania, or Kenya;
- have a good command of English; and
- have the time to dedicate to the programme.

PRACTICAL INFORMATION

- Total period of the programme: May 2023–May 2024.
- Number of participants: 24.
- Costs: Participation in this programme is free of charge. It includes travel to and from kick-off event in a selected city in Africa as well as concluding event in a second city in Africa, meals and accommodation during onsite event.
- Language of instruction: English.
- Application period: 15 February–30 April 2023. Successful candidates will be notified in May 2023.

APPLY [HERE](#)

Questions about the programme and the application process: NEWS@education.lu.se