



2nd WINTER SCHOOL ON SERVICE DESIGN

IN THE CITY OF LJUBLJANA
19-24 NOVEMBER 2017

TECHNIQUE
PRACTICE
INSIGHT
METHODS
INFRASTRUCTURE
COMMUNICATION
EDUCATION
TOOLS
SERVICE
IMPROVEMENT
PLANNING
INTERACTION
COMPONENT
NEEDS
ORGANIZING
DESIGN
INTERVIEWS
PEOPLE
PROVIDER
PROCESS
PROTOTYPE
METHODOLOGY
CUSTOMER



About Slovenia

The Republic of Slovenia lies at the heart of Europe, where the Alps and the Mediterranean meet the Pannonian plains and the mysterious Karst. Slovenia makes a great tourist destination. You can ski in the morning and surrender yourself to the luxury of the Adriatic Sea in the afternoon.



The highest mountain is called Triglav - the name meaning "three-heads" - and it is 2864m high. The mountain is a true national symbol, featured on the national coat of arms and the flag. The country is also known for its great wines and delicious traditional food.



About Ljubljana

If you've been here before, you've surely already learned the right pronunciation of our city's name. It's pronounced Lyoo-blyah-nah and if you change only one letter in its name (Ljubljana to ljubljena) it means 'beloved'. And we do love it, as we are sure you will, as well.



Numerous visitors describe Ljubljana as a hidden gem of Europe. Ljubljana is a city with a green soul and a sustainable vision of development. It boasts excellently preserved green spaces and nature even in the heart of the city centre.



The soul of the city is the Ljubljanica River, crossed by picturesque bridges. People still take time to sit in the outdoor cafés. The picturesque scene for your experiences is complemented by the ancient castle reigning on the hill above Ljubljana, the city's symbolic dragons, and numerous romantic stories.



The Program-Preliminary

Day	Hours	Subject
19.11.2017 Sunday	17:30-18:00	Arriving to Ljubljana, Check-in at the hotels/hostels
	18:00-18:30	Registration
		Welcome by the organizers, Information of the week
	18:30-	Group building and International flavours/Dinner
20.11.2017 Monday	9:00	Departure (via seaside Portorož or Vipava)
	10:15	Arrival
	10:30-11:00	Welcome by the host institution
	11:00-11:30	Presentation of the challenge
	11:30-12:00	Small excursion around the town departure for lunch
	12:00-13:00	Lunch
	13:30-	Departure to the wine maker
	14:00-	Welcome, presentation, wine tasting, small excursion around the area
	18:00	Departure to Ljubljana
21.11.2017 Tuesday	9:00-12:00	Workshop
	12:00-13:00	Lunch
	13:00-16:00	Workshop
	17:30	Leisure time activity (funny sightseeing in Ljubljana)
	19:00	Dinner at the Brewery Union
22.11.2017 Wednesday	9:00-12:00	Workshop
	12:00-13:00	Lunch
	13:00-16:00	Workshop
	17:30	Leisure time activity (boat trip on the river Ljubljanica)
23.11.2017 Thursday	9:00-12:00	Workshop
	12:00-13:00	Lunch
	13:00-16:00	Workshop
	19:00	Leisure time activity (Literature-Wine festival with wine tasting/dinner)
24.11.2017 Friday	9:00-12:00	Workshop/Presentation
	12:00-13:00	Lunch
	13:00-16:00	Workshop/Presentation Free afternoon
25.11.2017 Saturday	9:00	Departure via the chosen destination
	20:00	Arrive to Ljubljana

Optional excursions

Lake Bled/ Lake Bohinj



A challenge for your eye and your body awaits you on the island where a temple of the ancient Slavic goddess of love Živa used to stand in the location of today's glorious Gothic church. The most recognizable symbol of the lake is the Church of the Assumption with its long and diverse history; however the lush greenery also hides other interesting island buildings, like the bell-tower, church, chaplain's house, provost's house, small hermitage and some mysterious legends.

<https://www.slovenia.info/en/places-to-go/attractions/bled>



Many visitors to Slovenia say they've never seen a more beautiful lake than Bled... that is, until they've seen Lake Bohinj, just 26km to the southwest. We'll refrain from weighing in on the Bled versus Bohinj debate other than to say we see their point. Admittedly, Bohinj lacks Bled's glamour, but it's less crowded and in many ways more authentic. It's an ideal summer holiday destination. People come primarily to chill out or to swim in the crystal-clear, blue-green water, with leisurely cycling and walking trails to occupy them. There are lots of outdoor pursuits like kayaking, hiking and horseback riding if you've got .

the energy, and the charming villages to the lake's northeast, remarkably, have remained faithful to traditional occupations like dairy herding and farming. Price is around **80 €** - depending on the number of participants.

<https://www.lonelyplanet.com/slovenia/julian-alps/bohinj>

Lipica and Škocjanske Caves



Lipica is not a destination to explore, photograph and forget. It is a place of new experiences in every visit. The charms of the Lipica Stud Farm are hidden in the unseen, the stories written by the local history. Only when walking on the historical paths we can truly experience the greatness of the local equestrian tradition.

Price is around **80 €** - depending on the number of participants.



<http://www.lipica.org/en/>

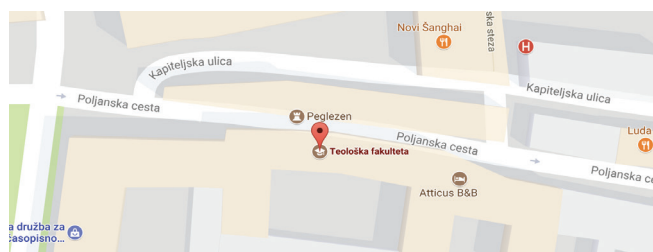
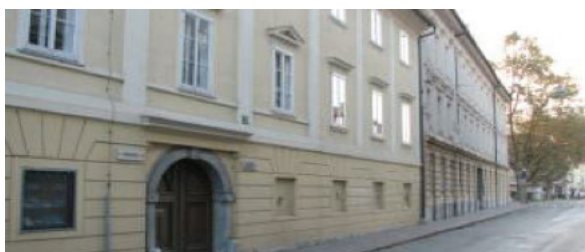
<http://www.park-skocjanske-jame.si/en>

The Faculty of Business Studies

The Faculty of Business Studies (FBS) is the first faculty of the future catholic university; the FBS was founded by the Catholic Institute. The Faculty has begun its activity in the academic year 2010/11 by launching a university -level (bachelor and master) program in Business Studies.



The Faculty of Business Studies approaches the education of faculty students taking into consideration the student's whole, rich, personal growth. Its chief objective is for students to acquire a humanistic and scientific background befitting an education of great repercussion for the future of our society.



The workshop will take place in the building of the Faculty of Theology, Poljanska cesta 4.

Accommodation



We suggest to make as early as possible the reservation in one of the following accommodation options nearby the location of the workshop (Poljanska cesta 4):

1. H2O Hostel

<http://www.h2ohostel.com/>

2. Hostel 24 (Poljanska cesta)

<https://hostel24.si/>

3. Atticus B&B

<http://www.atticus.si/>

4. Park Hotel

<http://www.hotelpark.si/>

5. Airbnb

Cost

2nd Winter School on Service Design is only €45,- per participant

It includes the workshops and social activities (excursion, lunch, winetasting, dinner in brewery Union, boat trip on the river Ljubljanica, fingerfood dinner).

Contact

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Description of the Service Design Workshop

Objective

This International Week on Service Design aims to teach, by experienced professionals, through crash courses, exercises, tools and methods on 'how to serve your customers better and how to create 'excellent services'. As an extra, the students will work in intercultural teams.

Key topics

- **Discover:** Introduction to the challenge and to Service Design
- **Define:** Getting insights and learn more about creativity
- **Design:** Ideation and prototyping
- **Deliver:** Added value and pitching the idea

Bank transfer

Please, transfer the participation fee before 31. 10. 2017 on the following account and do not forget to mark your name and SERVICEDESINGLIJ
IBAN: SI56 0201 0025 820 5 139
BIC: LJBASIZX
Bank: NLB, d.o.o. Trg Republike 2, 1000 Ljubljana, Slovenia

Who should attend?

Business students around Europe

Language:

English

Benefits:

Certificate of attendance & 3 ECTS + social and cultural activities in a multicultural setting

More information will appear on our website:

<http://www.katoliski-institut.si/>

REGISTRATION before 27th October 2017 online on

<http://forms.thomasmore.be/view.php?id=1671766/>





GETTING TO LJUBLJANA

GETTING TO LJUBLJANA BY AIR

Ljubljana Jože Pučnik Airport is located 26 kilometres to Ljubljana (20 minutes by road). Here you can find information about the flights: <https://www.adria.si/en>

You can get to the city by

- Bus: 4,5€/ one way www.alpetour.si, www.alpeadrialine.com
- Shuttle: 9€/one way <https://www.goopti.com/en/transfers>
- Taxi: between 25-30 €/one way (for example): <https://www.taximetro.si/>

GETTING TO LJUBLJANA BY TRAIN

Ljubljana has always had a strategically good position for travelling between Italy, Central Europe and the Balkans. Nowadays it's easily accessible due to a well-developed network of railways and roads. For more information please visit the website: <http://www.slo-zeleznice.si/en/>

BUS/PUBLIC TRANSPORTATION IN LJUBLJANA

To ride a bus, go to the nearest newspaper stand in Ljubljana and buy yourself an **Urbana card** (it costs 2€ and you can charge it = put on money), as it will come in handy. <http://www.lpp.si/en/single-city-card-urbana/cards>. One bus ticket costs 1.2 € and is valid for 90 minutes even if you switch lines). Since the workshops and the accommodation will be in the neighbourhood it is not necessary to get the card. Everything is within walking distance.

BIKES IN LJUBLJANA

Ljubljana is very bike friendly, so go explore it. The best deals for renting bikes are at www.rentabikeljubljana.com, you pick up your bike in the city centre (at Petkovškovo nabrežje 45), go discover the city and return the bike until 10 PM. Bike renting prices: 8€ per day or 6 € for 5 hours.

TAXIS

All regular Ljubljana taxis should have a »Taxi LJ« sticker on the side of the car. The majority of (usually) black taxis are waiting directly in front of the train station, bus station and Jože Pučnik Airport should be avoided. Or at least check their price per kilometre. The average price shouldn't be more than 1.5 € per kilometre. An acceptable price for a taxi ride from the airport to the city centre should be between 25-30 €.

