

+Tesolin

CITY DEVELOPMENT SERVICES

A proposal for the City
of Turku

-

Studio Tesolin Oy

Updated Version 2
November 27th, 2023

INTRODUCTION

City Development Services



Dear City of Turku,

It's been incredible to see the development growth in the City of Turku during the past year of working together in the Innovation Track. The momentum from Uusi Turku has the power to create lasting change and impact within the city. How the city works, develops and creates change for residents, partners, and companies within the region.

I'm excited to continue our development work together with this project proposal during 2024, to facilitate the innovation path process for the data management model.

Looking forward to continuing our work!

Yours truly, Jeremiah Tesolin
City Design Coach

PROJECT OUTLINE

Developing Turku city capabilities

Turku city is engaged in a large-scale project focusing on the renewal of employment services.

The goal is to utilise the innovation path process in order to build a data management model for employment services which is centred on the needs of city citizens.

APPROACH: the development services will be based on utilising the Innovation Track training which Turku city has received, and integrating it further within the context of the city of Turku.

Project: Employment Services Renewal

In collaboration with the team responsible for the renewal of the employment services, replicate the innovation path process in a condensed time schedule.

The end deliverable is to guide the team through the process, and help the team deliver a case operations model for data management and foresight in the employment sector.

Schedule: starting in December 2023, and completed within April 2024.

PRICE OFFER:

Project: Employment Services Renewal

Turku city team: Employment Services Renewal team

Task: in collaboration with the team responsible for the renewal of the employment services, replicate the innovation track process in a condensed schedule. The end deliverable is to guide the team through the process, and help the team deliver a case operations model for data management and foresight in the employment sector.

Schedule: a detailed timeline is listed on the following page.

Contact person:

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City Design Coach

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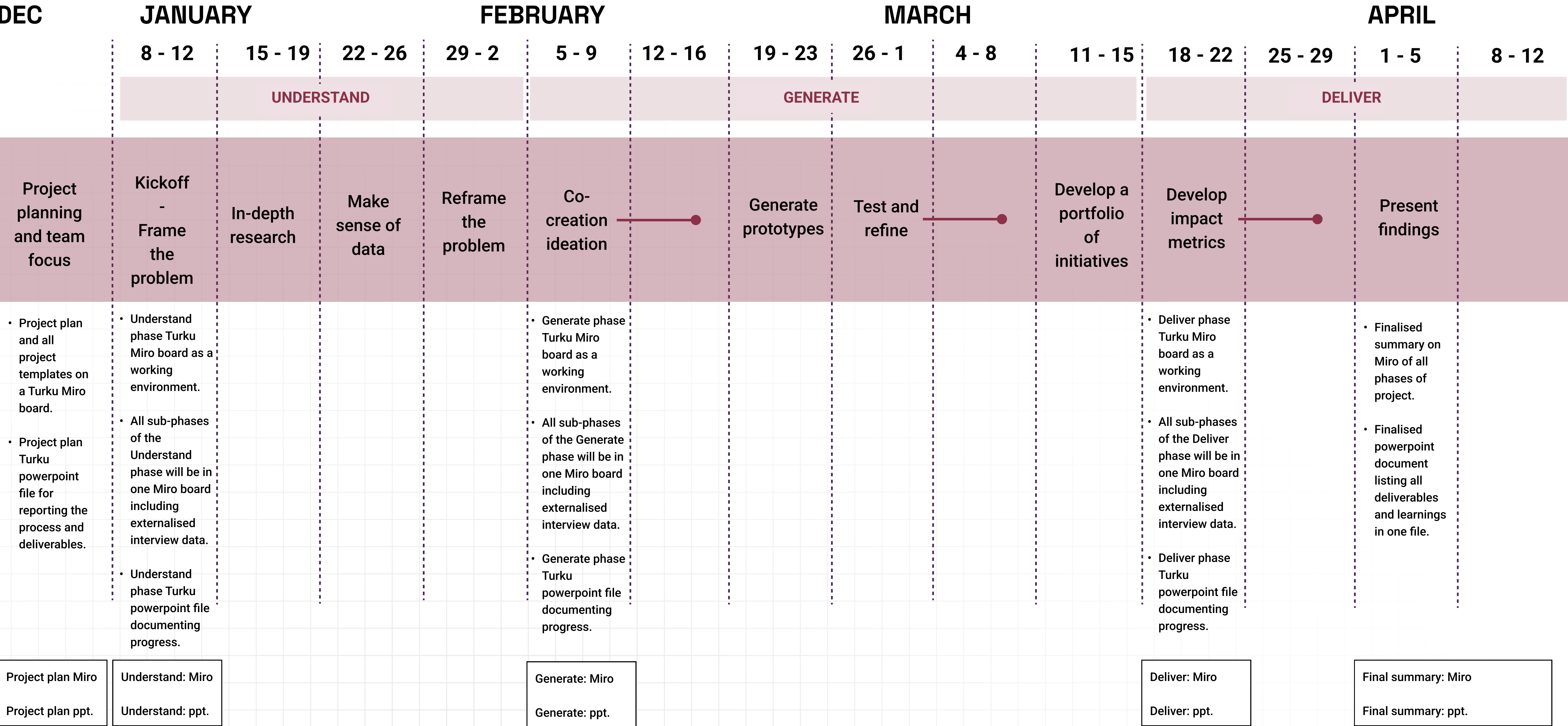
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| Task | December | January | February | March | April | Total |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|-----------------------------------------------------------|-----------------------------------------------------------|----------------------------------------------------------------------------|------------------------------------------|--------|
| In collaboration with the team responsible for the renewal of the employment services, replicate the innovation track process in a 3 month time schedule. The end deliverable is to deliver a case operations model for data management and foresight in the employment sector. | 3 days, 8 hours per day, 24 hours total | 8 days, 2 days per week, 8 hours per day, 64 hours total. | 8 days, 2 days per week, 8 hours per day, 64 hours total. | 6 days, 1.5 days per week, 8 hours per day, 4hrs half day, 48 hours total. | 2 days, 8 hours per day, 16 hours total. | |
| Hourly rate 143€ | 3,432€ | 9,152€ | 9,152€ | 6,864€ | 2,288€ | 30,880 |
| Travel | One day trip | Two trips, one two day trip | Two trips, one two day trip | Two trips, one two day trip | One trip | |
| Train cost | 20€ | 40€ | 40€ | 40€ | 40€ | 180€ |
| Hotel cost | | 150€ | 150€ | 150€ | | 450€ |
| | | | | | | 31,510 |

SCHEDULE AND DELIVERABLES

| DEC | JANUARY | | | FEBRUARY | | | MARCH | | | APRIL | | | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|
| | 8 - 12 | 15 - 19 | 22 - 26 | 29 - 2 | 5 - 9 | 12 - 16 | 19 - 23 | 26 - 1 | 4 - 8 | 11 - 15 | 18 - 22 | 25 - 29 | 1 - 5 | 8 - 12 |
| | UNDERSTAND | | | | | | GENERATE | | | DELIVER | | | | |
| Project planning and team focus | Kickoff - Frame the problem | In-depth research | Make sense of data | Reframe the problem | Co-creation ideation | | Generate prototypes | Test and refine | | Develop a portfolio of initiatives | Develop impact metrics | | Present findings | |
| <ul style="list-style-type: none"> Identify and confirm core team Agree on project expectations Identify and share metrics about the existing challenge Set up Miro boards Schedule internal meetings for project | <ul style="list-style-type: none"> Frame the problem Stakeholder mapping All externalized on Miro | <ul style="list-style-type: none"> Literature review Interviews Observations Externalize data Finalize consent form and incentives Recruit stakeholders Schedule interviews and observations Set up Miro board for research | <ul style="list-style-type: none"> Themes Insights Insight co-creation session Ensure all data is externalized and coded (including pictures) Schedule co-creation session with community stakeholders | <ul style="list-style-type: none"> Reframe the Problem Create HMWs with Senior Leaders Finalize insights Schedule Senior Leader check in session Set up Miro board: problem reframe | <ul style="list-style-type: none"> Conduct co-creation ideation session Conduct internal ideation session Schedule co-creation session Set up Miro board: co-creation ideation | | <ul style="list-style-type: none"> Prioritize ideas Identify idea(s) to prototype Generate prototypes Prepare physical materials as needed Set up Miro board for prototyping | <ul style="list-style-type: none"> Test prototypes with community members Refine prototypes Test prototypes again Finalize consent form Schedule co-creation sessions Set up Miro board | | <ul style="list-style-type: none"> Identify lessons learned Finalize portfolio of ideas Set up Miro board to capture lessons learned and prioritize ideas | <ul style="list-style-type: none"> Identify baseline metrics Generate short / long term metrics Identify next steps Conduct research on existing baseline metrics Identify internal stakeholder to implement ideas | | <ul style="list-style-type: none"> Create presentation Deliver findings to leaders and community Obtain agreement to move ideas forward Support transition to internal owners | |

DOCUMENTATION AND REPORTING



SERVICE AGREEMENT

These terms & conditions are in place between the Client (you or the organisation represented) and the service provider, Jeremiah Tesolin, Studio Tesolin Oy. These terms and conditions are part of this proposal.

General Terms & Conditions:

- Payment terms are 14 days net. Finnish VAT tax will be added to fees when invoiced. Other fees invoiced monthly when applicable.
- A monthly payment schedule is agreed separately based on the agreed scope, process and fees.
- The start and end dates of each phase are jointly agreed by your contact person (Studio Tesolin Oy) and the organisation representative.
- Studio Tesolin Oy may use the client as a public reference by default, while keeping all trade secrets undisclosed.
- Cancellation of the project period is one full calendar month, calculated from the last day of the month of project cancellation.
- Travel expenses are included in this offer.
- This proposal is valid for 30 days unless otherwise agreed in writing.

Copyright:

The client gains unlimited international copyright to all final work delivered by Jeremiah Tesolin. The client is responsible for the trademark registrations, protection of intellectual property rights and possible third party claims regarding trademarks.

Contact person:

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KIITOS,
THANK YOU!

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