

# DESIGNING SUSTAINABLE FUTURES

HIGHER EDUCATION COURSE  
I EDITION - OCTOBER 2022

## GENERAL OVERVIEW

Designing Sustainable Futures is an eight week intensive program to develop the skills and mindset of practitioners who are passionate building a better world. Regardless of whether you have a design or management background, want to create a for-profit or non-profit, Designing Sustainable Futures course will enable you to strengthen your resilience for making an impact. Starting with the UN's Sustainable Development Goals<sup>1</sup> with specific industry focus (SDGs 9,12, 3, and 16) and a community focus (SDGs 3,4,5,8 and 16), participants will explore and practice the essential skills of strategic foresight, world building, and transformation, specifically:

*SDGs for Sustainable Products & Services in Key Industries:*

- **GOAL 3:** Ensure healthy lives and promote well-being for all at all ages - HealthCare & Life Sciences;
- **GOAL 9:** Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation - Manufacturing & Transportation;
- **GOAL 12:** Responsible Consumption and Production Patterns- Consumer Goods
- **GOAL 16:** Peace and Justice Strong Institutions - Public Sector & NGOs
- **GOAL 3 & 4:** Ensure healthy lives and promote well-being for all at all ages (3), with inclusive and equitable quality education and promote lifelong learning opportunities (4) Education

- **GOAL 8:** Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all (8) Equitable Enterprises
- **GOAL 5:** Achieve equality and empowerment of all communities (5) Diversity, Inclusion and Belonging
- **GOAL 16:** Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels (16) Regenerative Communities.

In exploring SDGs, participants will learn the tools and methodology to understand where megatrends – like social changes, economics, diversity, climate change - are going, and develop their adaptability for any future. By seeking more sustainable futures, participants will expand their capacity for full-spectrum thinking by learning about the latest insights from neuroscience and complex systems, relating insights to their context, and experiment design-driven anticipation practice. Graduates of the course can expect to open opportunities in strategic foresight, innovation acceleration, and digital transformation.

25  
students

32  
hours

8  
weeks

\$4,200  
cost

## ADDRESSED TO

- Professionals who have strategy, innovation, and/or transformation responsibilities;
- Professionals and students that want to accelerate their transition to preferred futures;
- Graduate students preparing for a career in strategy, innovation, and/or transformation;

*Alumni of the course can expect to open new job opportunities in Strategic foresight, Innovation acceleration, digital transformation and social impact.*

## PROFESSIONAL OUTCOMES

In today`s job market nothing is sure, but there is an increasing career market for someone who completes a program in Design Futures / Fiction. Two job titles dominate these kinds of opportunities, primarily a Strategic Foresight Practitioner, and Futurist. As Foresight becomes more common as a strategic need for companies, more Strategic Foresight teams are set up, usually in the Strategy or Innovation departments.

The course aims to answer this growing need through:

- A deep understanding and activation toward the SDG through a more critical and forward-looking positioning;
- The development of UNESCO key competencies for sustainability, specifically Anticipatory, Strategic, Systems thinking, Integrated problem-solving, Normative, Critical thinking, and Self-awareness;
- The capacity to recognize the wider system scale of needs and outline several possible path toward preferred futures;
- Develop the most creative anticipatory attitudes through methods and tools typical of design practices.

Graduates of similar programs, are hired into these positions to help companies be able to design and implement services at the forefront of market innovation with sustainability.

Participants will be expected to bring a project they are currently working on that can benefit from applying their learnings from the course.

## FACULTY

**Scientific Director**

Prof. Manuela Celi

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**Deputy Manager**

Prof. Joseph Press

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**Course Coordinators**

POLI.design Paola Galdi, IFTF to be defined

**Period**

October 14, 2022 - December 2, 2022 (TBC)

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## CONTACTS

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### **POLI.design**

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