



Design for Sustainable Solutions

In today's dynamic world, innovation is essential for organizations and groups seeking to thrive amidst economic and environmental challenges. **Discover the power of Design Thinking**—a structured approach to innovation that's both innovative and sustainable.

Through three phases —**Listening, Creating, and Delivering**— master observation, idea generation, and prototype development. Our course empowers you to turn visions into real-world solutions.

Join us for a unique experience:

one week with Colombia's indigenous Wayuu community. Validate ideas, explore entrepreneurship, and immerse yourself in indigenous culture.

PROGRAM OBJECTIVES

-  Master **Design Thinking's** concept and phases.
-  Comprehend **sustainable design**.
-  Apply **design tools** for problem-solving.
-  Create **tailored solutions** for challenges faced by organizations, social groups, and their environments.



OPEN TO

Our programs welcome a diverse range of participants, including postgraduates, undergraduates, and professionals from all backgrounds who **share a passion for innovation, design, creation, transformation**, and the development of products, services, and processes aimed at building a more sustainable world.

METHODOLOGY



Theoretical Component:

Students will engage with a transversal application of Design Thinking focusing on three areas (services, products, processes).



Laboratory Work:

Students will build prototypes in a lab setting.



Field Work

Practical experience

DURATION:



Embark on an enriching journey with our two-week short course, encompassing a comprehensive **144 hours of learning**. This immersive experience combines **36 hours of engaging direct class** instruction with an additional **108 hours dedicated to self-paced study**.

CONTENT



1

Opportunities for Businesses

- Presentation
- Sustainable Solutions Overview
- Leadership for Sustainable Innovation
- Profitable Sustainability Examples
- Circular Economy and Industry

2

Discovering Needs

- Context and Challenge
- Collecting Environmental Data
- Analyzing Environmental Information

3

Defining Innovation Opportunities

- Frameworks for Insights
- Theory of Change – SDGs

4

Generating Sustainable Ideas

- Idea Generation
- Material Design
- Idea Validation

5

Prototyping and Validation

- 3D Printing Lab
- Prototyping Lab
- Laser Cutting Prototyping Lab
- Final Presentations and Feedback

6

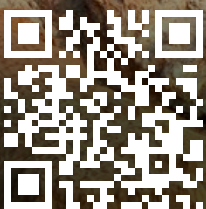
Field Work

- Trip to La Guajira
- Indigenous Community Engagement
- Challenges and Workshops
- Cultural Immersion
- Reflection and Farewell Ceremony



CERTIFICATES

At Universidad Ean, **we value your commitment to learning and growth**. To acknowledge your dedication, we proudly offer Certificates of Participation to individuals who attend a **minimum of 80% of the scheduled program sessions**.



For more information
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