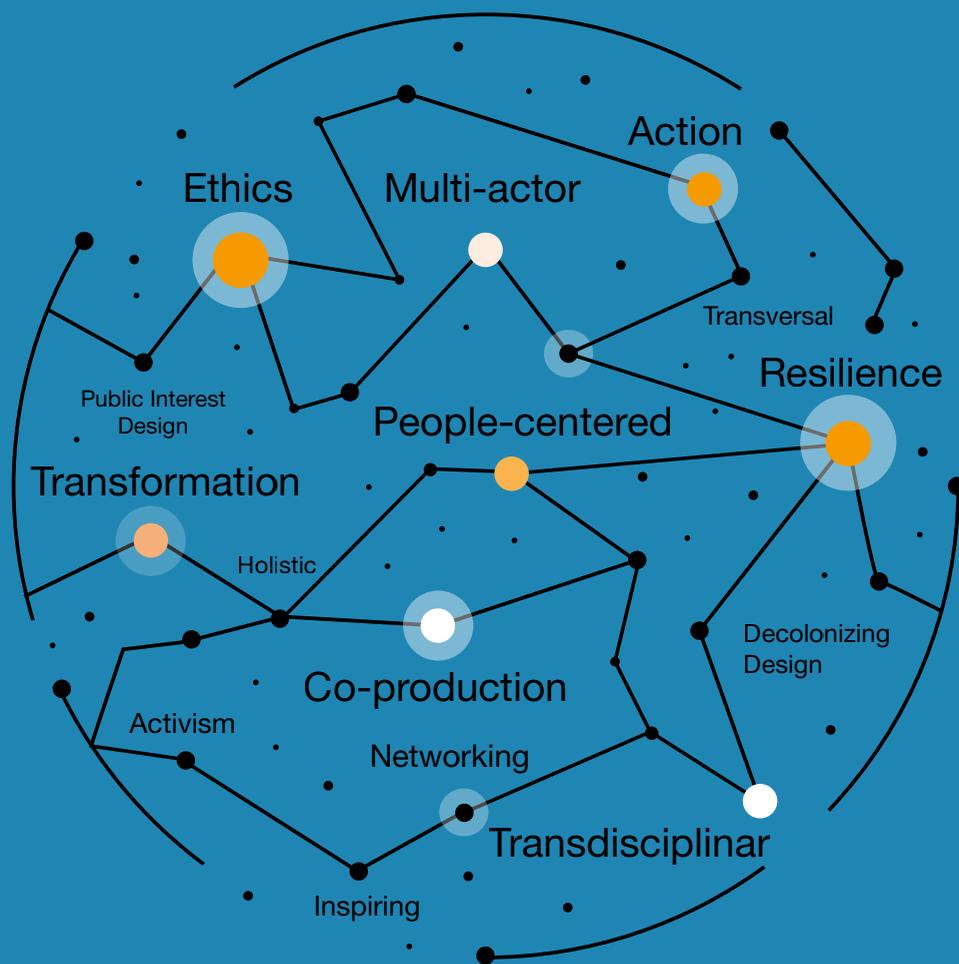


Intensive Programme in Design Policies for Resilience

Executive
Education

Design for
Transformation



COURSE

Internal programme of Elisava,
University School of Design and
Engineering of Barcelona.

START DATE

February 17, 2020

CLASSROOM BASED DATE

March 16 to May 15:
On-site Module II
June 22 to July 10:
Field Trip Resilient Cities - ICLEI
and Summit Final

TIMETABLE

On-site modules: Monday to
Friday, afternoon and evening.

AIMED AT

Design professionals (in the interior, urban, industrial, graphic, digital, audiovisual, software, textile, fashion, publishing, advertising branches), architects and urban planning professionals; economists, managers or entrepreneurs; students / professionals of innovation and technological engineering; professionals of the environment, sociology or anthropology, among others.

FORMAT

Blended format, with content base and online monitoring and intensive sessions in person twice per module. The contents of the programme will be taught in English, while the follow-up and coaching sessions will be done in English or Spanish, depending on the working groups.

PRICE

€ 14,600
(plus € 400 for pre-registration)

MORE INFORMATION

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Introduction

This programme trains professionals from different disciplines in the triangulation of design, policy and resilience, providing the necessary tools in design projects for social transformation and that impact from the local to the global (and vice versa), aligning with the current International Agenda.

Design for Transformation

The contemporary world is going through the stage of greatest social and ecological change in history and that is why design must be positioned globally to achieve **its task of serving society**. A holistic vision that considers the **specific ethical and political implications** of each practice and the lines of action linked to the **international scenario** is absolutely necessary.

Any **strategy of creation** must start from the **real problems** that people and the environment go through, so the designer is positioned as a critical, analytical agent: an **action engine** of the global environment. The challenge is **huge**; generating from the **academic field** the demanding and exciting task of trying to decipher keys for efficient and effective execution of the design practice. Resilience is presented as a strategy of adaptation and transformation to this changing world.

This **Intensive Programme** enable students to assume or consolidate tasks of maximum responsibility in the field of product development, services, new business activities and implementation of strategies, all based on a design for resilience, integrating all scales of the product/service, to the city/region.

The methodology proposes a “learning by doing” approach, with the aim of **forming agents of change in design for resilience**. Participants will be responsible for creating, developing and operating real projects, with products and/or services for transformation based on a social design. The Programme focuses on creating conditions for agents of change to be trained as impact entrepreneurs and transformation vectors.

The course is aimed at people who come from all kind of disciplines with a proactive attitude, open to the world and to transformation, committed to the environment and willing to dare to create with the co-design and co-production of transformative projects that are environmentally sustainable, socially fair and economically viable. Idealistic and ambitious change agents.

Direction

Carmen Malvar

Carmen is a doctoral student at the Winchester School of Art, University of Southampton, United Kingdom, with a degree in Sciences from the School of Art and Crafts Master Mateo, Spain, and a degree in Architecture with honors from the Pratt Institute School of Architecture. She is the Director of Atelier Malvar + Tusch in New York, where she specializes as a brand / trademark designer and consultant and founder of CADA (www.cadafoundation.org). Visiting professor and researcher at the Center for Sustainable Design, Pratt Institute, USA, and professor in the Brand Management Certificate at the Fashion Institute of Technology, New York.

Amaya Celaya

Amaya is an architect with experience in urban design and planning, as well as international humanitarian action. Expert in resilience models and risk management, in topics of sustainability and climate action. Prior to joining UN-Habitat, she worked in the private sector for 16 years leading her own architecture studio. She has also worked in the Emergency Response Unit of the General Directorate of Humanitarian Aid and Civil Protection (ECHO) of the European Commission. Expert / evaluator for the Horizon 2020 programme of the European Commission on resilience, safe societies and sustainability since 2015.

Objectives and competences

To train students in the field of product development, services and new business activities, along with implementation of strategies, based on a design for resilience, integrating all scales, the product/service, to the city/region, from the study of cases.

To develop their capacities and training agents of change and transformation in the design for resilience, from the integral design in an international collaborative team of a real project.

To create design professionals with capacity for the creation and development of innovative and economically viable products and/or services which are, at the same time, environmentally sustainable and socially fair.



Jordi Morató

PhD in Biology with 20 years of experience in research, education and management of sustainable human development projects related to resources (water, soil, biodiversity) and circular economy, as well as participatory community development at the local and regional level. Coordinator of the UNESCO Chair of Sustainability at the Polytechnic University of Catalonia since 2008 and one of the founding members of RECNET (www.recitynet.org). He has participated in more than 80 internationally funded research, knowledge generation and transfer projects (1996-2018).

Structure

The programme combines online and on-site, individual and collaborative methodology. The students will develop an intensive phase in Barcelona (2 months), participating in the Resilience Urban Programme of the Ecology, Urbanism and Mobility Area of Barcelona's City Council, where they will work on his projects led by transdisciplinary teachers that will strengthen every aspect. The project will be the backbone of the programme and must be presented at the end of the period, the Summit Final.

Methodology of learning includes coaching, on-line and face-to-face talks, laboratories and field trips.

MODULE 1. UNDERSTAND. THE DESIGN AS A POLITICAL TOOL

ONLINE (1 month)

The objective of this first module is the critical understanding of design as a tool for activism, transformation and change from the local to the international level and at different scales, with a people-centered approach. Theoretical concepts will be addressed to create the action framework in which the design project of public interest will be developed. In this first phase, the project proposals will be presented and the transdisciplinary teams will be created.

Individual work

Fundamental contents
Recorded videos
Directed work
Deepening

Team work

Main coaching
Networking start
Team selection

MODULE 2. MANAGE. CASES OF ACTION SUCCESS FOR TRANSFORMATION

STAY IN ELISAVA (Barcelona, Spain - 2 months)

The second stage of the course will be held in person in Barcelona. With a "problem-based learning" way of working, focused on a social design, we work in groups to learn from real cases. In this two-month phase, students will participate in activities such as the Resilience Urban Programme of the Ecology, Urbanism and Mobility Area of Barcelona's City Council.

MODULE 3. IMPLEMENT. PROJECTS LAB

ONLINE. COACHING + LABS (3 month)

After the stay in Barcelona, each student returns to their place of origin, and the work is done as an international team, using collaborative work tools. During this stage, 100% of the hours of dedication are to the project as a team, but through participation in 4 online developed laboratories (people, business, resilience, technology).

100% Team work

4 labs: People; Business; Resilience; Technology
Transdisciplinary work
Main coaching + Support coaching

SUMMIT FINAL (Barcelona, Spain)

The proposals developed by each team are presented in a Final Summit, with a duration of one week. During this Summit a workshop is held, where each group presents the projects, which are evaluated by a multidisciplinary international panel. Once all the projects have been presented and evaluated, a 2-day session is held to jointly prepare the resilient design proposal guide.

The final Summit can be developed in different cities, depending on the projects and the participants. In this sense, ELISAVA has pre-agreements with 9 institutions from 8 countries in Europe, Latin America, Asia and Africa.

Contents

The contents are distributed in three modules throughout different phases.

MODULE 1 (ONLINE)

UNDERSTAND. THE DESIGN AS A POLITICAL TOOL

The objective of the module is the critical understanding of design as a tool for transformation and change from the local to the international level and at different scales, as well as the importance of the alignment with the international agenda.

Week

Module development

Thematic

01

Welcome Week

Presentation, methodology and course contents.

Resilience concept

Foundations of resilience. Principles, characteristics and dimensions.

02

Concepts of International Agenda

International Agenda. System architecture. Growing needs for change and transformation

03

Concepts of creativity and transformation

Trends and disruptive strategies and change for transformation. Social Design.

Scale concept

Work vectors in Design and Resilience. Scale, dimension, focus.

04

Collaborative Work Concept

Distribution and Creation of International Teams.

Idea's pre-proposal delivery

MODULE 2 (ON-SITE)

MANAGE. CASES OF ACTION SUCCESS FOR TRANSFORMATION

The main objective of the module is the stimulation of creative processes through the external analysis of relevant cases based on direct action for transformation.

Week

Module development

Thematic

05

Visits and networking

Visit to Barcelona's City Council – Urban Resilience Programme, Ecology, Urbanism and Mobility Area.

06

Show Cases (20 h)

Tools

Methodological tools for the analysis of community needs.

Think Tank

Analysis of Relevant Cases by international experts.

Project Workshop

Coaching of Project Ideas. Problem-Based Learning.

07

Resilience Lab I (20 h)

Design and resilience: social action, climate action and economic action.

Think Tank

Action for Transformation.

Tools

Methodological design tools for transformation.

Project Workshop

Coaching. Mentoring of the Project.

08

People Lab I (20 h)

Advocacy & Leadership. How to promote and lead the process.

Think Tank

Community-centred approach.

Tools

Co-design tools and participatory work.

Project Workshop

Coaching. Mentoring of the Project.

MODULE 2 (ON-SITE)

MANAGE. CASES OF ACTION SUCCESS FOR TRANSFORMATION

Week	Module development	Thematic
09	Technology Lab I (20 h)	Design and Technologies: appropriate technologies, ecotechnologies and ecodesign.
	Think Tank	Technology at the service of design for transformation.
	Tools	Action tools for transformation.
	Project Workshop	Coaching. Pre-delivery I.
10	Business Lab I (20 h)	Design and Social Responsibility. Circular Design and Economy.
	Think Tank	The role of design in the circular economy.
	Tools	Social and solidarity economic models.
	Project Workshop	Tutoring economic viability plan.
11	Project Workshop	Project Tutoring.
12	Idea's pre-proposal delivery	

MODULE 3 (BLENDED)

IMPLEMENT. PROJECT'S LAB

This module collects all the knowledge acquired in the previous ones to make them concrete in a design proposal for the transformation, made in an international collaborative team.

Week	Module development	Thematic
13	People Lab II	Gender Policies in transformation projects.
	Resilience Lab II	Policies and legislation related to resilience.
14	Technology Lab II	Strategies of change for transformation.
15	Coaching	Mentoring of the project.
16	Business Lab I	Funding.
	Case analysis	Selection of cases for design resilience.
17	People Lab III	Participatory processes for transformation.
18	Field Trip	Resilient Cities - ICLEI (On-site and optional).
	Coaching	Final review of the project.
19	Coaching	Prior presentation test.
20	Summit Final	Final Submission and Evaluation of Projects (06/07/2020 on-site or videoconference).



Professors

Debera Johnson. Founder, Center for Sustainable Design Strategies (CSDS); Founder, Pratt Design Incubator, Pratt Institute, Brooklyn, NY.

María del Carmen Castillo Cisneros. Research Professor in Social Anthropology of the National Institute of Anthropology and History (Centro INAH-Oaxaca).

John Bruce. Director, Strategic Design & Management BBA programme, Parsons School of Design, NY Fellow at the Graduate Institute for Design Ethnography and Social Thought. New School, NY.

Nicola Tollin. Professor with special responsibilities in Urban Resilience at University of Southern Denmark, and Executive Director of RESURBE International Programme on Urban Resilience.

Angela Maria Moreno. Research Professor in Anthropology of the Universidad de Córdoba (Colombia), Director of the Intangible Cultural Heritage line of the UNESCO Chair of Sustainability of the UPC

Andri Werner Stahel. PhD in Social Sciences, collaborator of the UNESCO Chair of Sustainability.

Carlos A. Arias. PhD in Civil Engineering. Univ. Aarhus. Specialist in the design of solutions based on nature for the management of water resources.

Miguel Urquía. Emergency shelter coordinator at UNHCR (The UN refugee agency) from Geneva (Switzerland), supporting clusters nationwide in Syria, Yemen, DR Congo and others.

Rosa Surinach. Coordinator of partnerships and dissemination at UN-Habitat. Leading global projects for the implementation of the 2030 Agenda and the New Urban Agenda from Resilience.

Cristina González Gracianteparaluceta. Psychologist with extensive experience in the humanitarian sector (UNICEF) and in human resources management. Specialist in leadership skills and intelligence culture.

Scholarships

The course offers limited scholarships for qualified candidates.

Colaborators



