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Governance & Upskilling for a
Stronger Bioeconomy

Case Studies in Bioeconomy Education, Training and Skills Development

Case study sample: Sustainable Design

Cologne, Germany

BSS

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Sustainable Design

1 Abstract

As part of the "Sustainable Design" course, designers are trained to create in a meaningful and aesthetic way by designing in an interdisciplinary context according to the ecological, social, cultural and economic challenges of our global world.

Graduates have the unique selling point of providing a focus on sustainable design.

2 Target Groups

Entrepreneurship education and complementary education for professionals

3 Case Study Category

Inject the bioeconomy in design, art, architecture and other professions

4 Training Provider

Ecosign – Academy for Design

5 Region

Cologne, Germany

6 Language

German

7 Objectives of the Educational Format

Entrepreneurship education

8 Final Objective of the Educational Format

Diploma or Bachelor of Fine Arts + Master of Fine Arts

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Mobilizing European communities of practice in bio-based systems for better governance and skills development networks in bioeconomy

9 Scope and Context of the Educational Format

Ecosign/Academy for Design combines design and sustainability throughout the course, both in the Bachelor's course on Sustainable Design (B.A.) and in the Master's course on Sustainable Design (M.A.). At Ecosign, students will study the creative, technical and aesthetic skills that designers require. Expressions, such as ecodesign, sustainability and sustainable design, are formative elements of the course. The design course is individually tailored to personal wishes and career planning and offers specialisations in communication design, product design, illustration and photo design.

Goal: With this degree, graduates have the opportunity to work in the following areas: design offices, advertising agencies, freelance work as a communication or product designer, publishers, the interface between sustainability and design in scientific institutes and management positions in the field of design management

10 Specific Skills and Competencies Addressed

Technical competencies
Transversal competencies

Subjects: communication design, product design, illustration, photo design, sustainability and design, general studies (philosophy, psychology, cultural studies, ethics, etc.), design and art theory, business administration/marketing, technical English for designers, various electives (e.g. computer courses, film design, rhetoric, model making, and drawing) and others

11 European Qualification Framework Level(s)

Level 6, Level 7, and Level 8

12 Main Benefit to the Participants

Higher education degree (Bachelor's and Master's degrees possible).

13 Main Cost Categories Considered

All cost categories required to run an educational institution: staff, IT, cloud and office subscriptions, rent, electricity, etc.

14 Importance and Impact

The courses in sustainable design are unique in Germany, and the course of study is flexible and open. The Bachelor's program offers a huge spectrum of hands-on seminars and excellent career prospects after completion of the program.

Approximately 300 students per year. However, we will only accept approximately 30 students each semester to guarantee individual support.

15 Relevance (of the Format)

The design course at Ecosign includes the ecological, economic, social and cultural challenges of our time for the training of tomorrow's designers.

During the "Sustainable Design" course, designers are trained to design in an interdisciplinary context according to the ecological, social, cultural and economic challenges of our global world.

Graduates will have a unique selling point owing to their focus on sustainable design.

16 How can it Inspire BioGov.net? (Why was it designed in this specific way / what are the success factors?)

This format is unique in Germany. No other study program includes design and art of sustainable subjects. This provides new avenues to integrate art and design in jobs in the sustainability sector.

17 Data Sources

- **Online resources:** https://www.ecosign.de/de/
- **Resource persons:** -
- **Other sources, if any:** -

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