



Design for Sustainable Solutions

In a world shaped by ever-evolving economic challenges and environmental transformations, the need for change has never been more apparent. Organizations and social groups are embracing innovation not only to adapt but to thrive in this dynamic landscape, where creating value for both people and the environment is paramount.

*Join us on a journey to explore the power of Design Thinking as a strategic method to **revolutionize the development of processes and services**. Going beyond mere conceptual understanding, we delve into the practical application of innovation—an indispensable skill in today's world. Design Thinking serves as the guiding light, offering a structured approach to crafting solutions that are not just innovative but also sustainable.*

Throughout this course, you will embark on a creative journey divided into three phases: **Listening, Creating, and Delivering**. We will teach you the art of keen observation and understanding of the environment and user groups, positioning them at the heart of your development process.

You will master proposing groundbreaking ideas, swiftly validating their impact, and **transforming them into tangible prototypes**.



Ultimately, our course will empower you to recognize the profound relationship between your envisioned innovations and the real-world execution required to bring them to life. **Join us in harnessing the power of Design Thinking to shape a brighter, more sustainable future.**



During this course, students will spend one week **interacting with an indigenous Wayuu community in La Guajira, Colombia**. During this time, they will validate innovative ideas, explore solutions for entrepreneurship, and address community issues. This unique experience will allow them to gain insights into the indigenous culture and discover the beauty of northern Colombia.

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.



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.

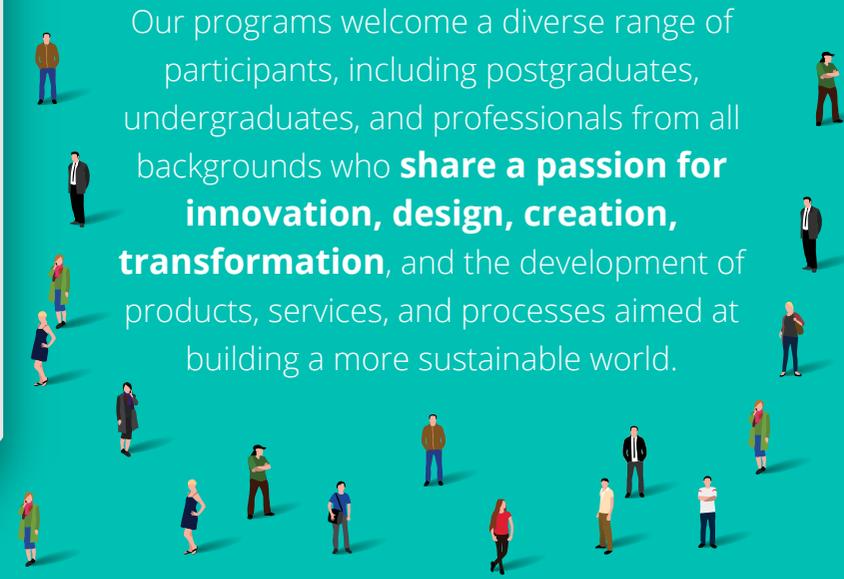


Field Work

Practical experience

WHO SHOULD ATTEND?

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.



CONTENT



1

Opportunities for Businesses Using Regenerative and Circular Design

- Presentation (1 hour)
- Overview of Design Thinking for Sustainable Solutions (2 hours)
- Leadership for Sustainable Innovation (2 hours)
- Examples of Sustainable and Profitable Companies (2 hours)
- Circular Economy and Industry (2 hours)

2

Discovering Explicit and Latent Needs

- Context and Challenge (1 hour)
- Using Design Tools (Human-Centered Design) for Collecting and Surveying Environmental Data (1 hour)
- Analysis of Environmental Information (1 hour)

3

Defining Opportunities for Innovation

- Frameworks for Identifying Insights (1 hour)
- Theory of Change - SDGs (2 hours)

4

Generating Ideas with Sustainable Characteristics

- Idea Generation (1 hour)
- Material Design (1 hour)
- Idea Validation

5

Construction of Prototypes and Validation of Ideas

- 3D Printing Lab (2 hours)
- Lab 4Prot (2 hours)
- Laser Cutting Prototyping Lab (2 hours)
- Final Presentations and Feedback (2 hours)



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**.

FIELD TRIP

Day 1:

Welcome to La Guajira - Riohacha, Workshop on leadership, integration, engagement with indigenous Wayuu communities, and delivery of impact kits.

Day 2:

Visit the Jasaishao community - Innovation challenge, improvement of the Carrucha means of transportation, community lunch, and musical activities with the locals.

Day 3:

Visit the Isashimana educational center in Manaure - Innovation challenge, typical indigenous shoes made with tires, dance activities, and handicraft workshop by the beach.

Day 4:

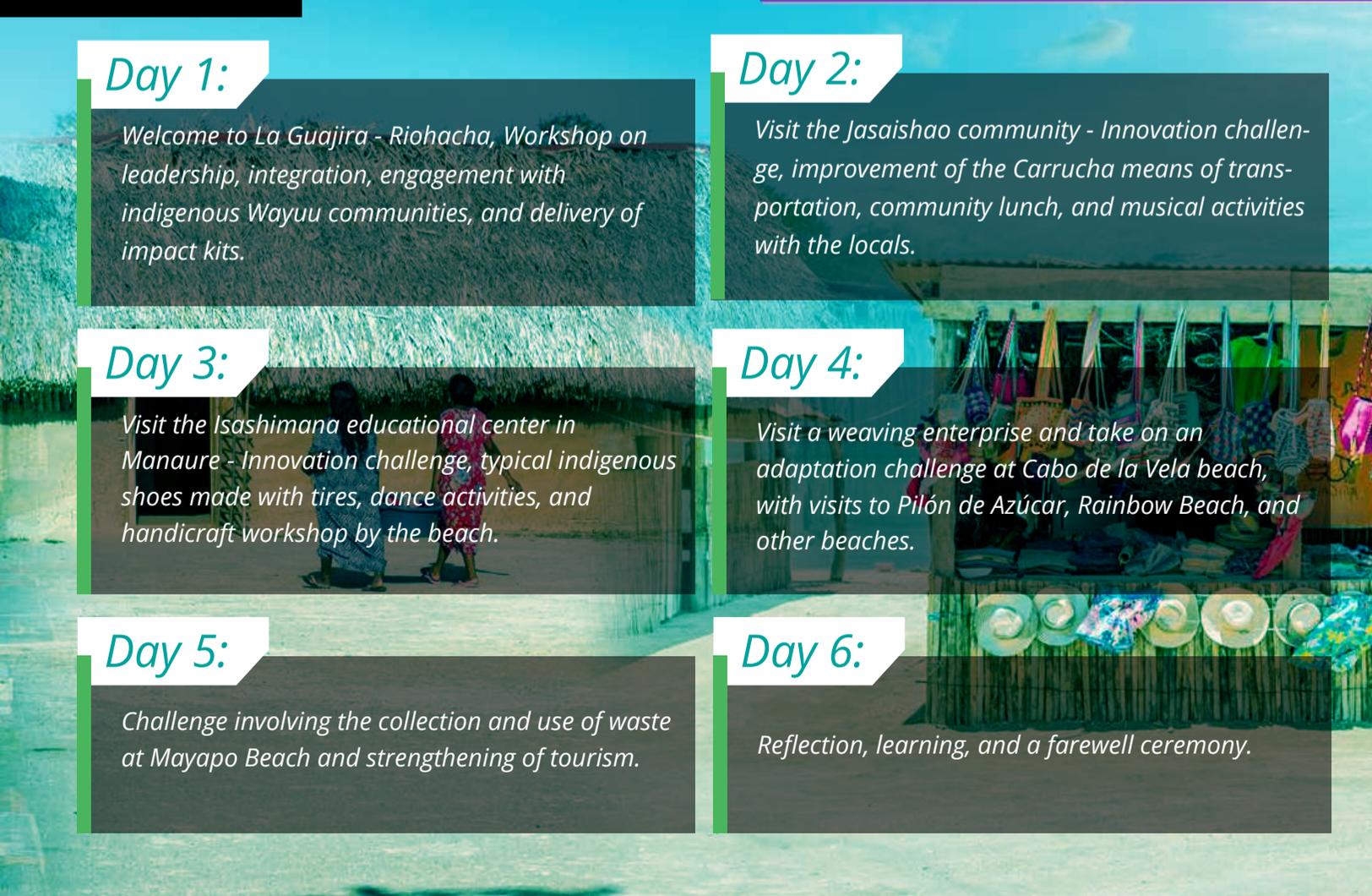
Visit a weaving enterprise and take on an adaptation challenge at Cabo de la Vela beach, with visits to Pilon de Azúcar, Rainbow Beach, and other beaches.

Day 5:

Challenge involving the collection and use of waste at Mayapo Beach and strengthening of tourism.

Day 6:

Reflection, learning, and a farewell ceremony.



TEACHING STAFF

Paula
Echeverry Pérez

Education:

- Master's in Innovation Management, Central Saint Martins, UK
- Specialization in Social Innovation and Sustainable Entrepreneurship, Portland State University , USA
- Industrial Designer, Universidad de los Andes, Colombia

Experience: With over a decade of experience as an educator and consultant, Paula has focused on various fields related to innovation management, the development of innovation methodologies, social innovation, sustainable entrepreneurship, and design thinking. She currently serves as the Director of the Master's in Innovation program at Universidad Ean.

Jaime Andrés
Reyes Páez

Education:

- Doctor (C) in Business Administration, Maastricht School of Management (MSM) and Centrum Pontificia Universidad Católica de Perú
- Master of Philosophy, MSM Holland
- Master of Marketing, University of New South Wales , Sydney, Australia,
- Extra Mural Diploma in New Media Management, University of London
- Degree in Advertising, Universidad Jorge Tadeo Lozano , Colombia

Experience: Jaime's diverse background includes work in advertising agencies in London and Sydney, roles as an advertising director in the fashion industry, contributions to local media outlets, involvement in entrepreneurship initiatives, and positions in market research and strategy implementation for institutions such as Centro de Alta Tecnología, Grupo ILYA, and TGI Fridays. He has directed the Master's Degree in Global Marketing at Universidad Ean and served as an academic coordinator for projects with FAO, Land Restitution Unit, and Cavipetrol.

Jeffrey
León Pulido

Education:

- Doctor in Chemical Engineering, UNICAMP, Brazil
- Ph.D. in Chemical Engineering, UNICAMP, Brazil

Experience: Jeffrey es deeply passionate about innovation, technology, and sustainable industrial practices. He presently serves as the Dean of Engineering at Universidad Ean and holds significant roles in various professional organizations, including President of the Professional Council of Chemical Engineering of Colombia (CPIQ), membership on the Board of Directors of the Colombian Association of Chemical Engineering, and Vice President of the Interamerican Confederation of Chemical Engineering CIIQ / IACCHE. He is also an active member of the World Chemical Engineering Council – WCEC.

Miguel Ángel
Zuñiga

Education:

- Musician and Sound Engineer, Colombia
- Master's in Strategic Management of Design, Universidad Ean, Colombia

Experience: With over nine years of teaching and eight years of consulting experience, Miguel Angel has worked with public and private businesses such as Editorial El Tiempo, Colpensiones, Positiva, EcoConsultores, Juan Valdez, and Falabella. He specializes in the Design Thinking Methodology and innovation in entrepreneurship.

Andrea
Mayorga

Education:

- Master in Civil Engineering with a focus on project management, Pontificia Universidad Javeriana, Colombia

Experience: Andrea currently directs Coimpactob SAS BIC. where she leads sustainable development projects on water innovation, entrepreneurship, and financial inclusion in rural and indigenous communities across Colombia and Australia. Over the past six years, she has made significant contributions as a teacher and mentor in leadership programs, entrepreneurship, and sustainability at institutions such as Universidad de la Sabana, Universidad del Rosario, Melbourne University, and Insight Academy.

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.

Your certificate signifies not only your attendance but also your active engagement in the program, **reflecting your dedication to advancing your knowledge and skills.** We believe that recognition is a vital part of your educational journey, and we're honored to celebrate your achievements with you.

