

81. DESIGN FOR A SUSTAINABLE FUTURE WITH ECO-SOCIAL ENTERPRISES	
First level	
Department of Architecture (DIDA)	
<b>Course coordinator</b>	Giuseppe Lotti
<b>Organizing committee</b>	Giuseppe Lotti Marco Marseglia Alessia Brischetto Marco Fioravanti Irene Fiesoli
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<b>Practical-professional profile of the course and reference job market</b>	<p><u>Premise</u> The scale of social and environmental challenges requires radical changes; the solutions are not only technological in nature but necessarily affect thought patterns, lifestyles and consumer behaviour. The game is difficult, with the complexity of the issues requiring critical thinking, systemic capacity and an interdisciplinary approach, a contribution from all the actors. Among these are companies, which can represent an important driver of transformation, keeping environmental and social change at the centre, working for the sustainability of products and processes, promoting fair work, without giving in to the temptations of green and social washing. In this scenario, design, in its ability to synthesize and catalyze the various contributions, make innovation immediately usable, stimulate new virtuous behaviors, anticipate the future, can play an important role. Contributing to reconciling competitiveness and sustainability. With Italy having an important tradition in creating civil businesses, which combine competitiveness and sociality, operate with the territories and have the fate of the planet at heart.</p> <p><u>Training objectives</u> The Master is aimed at training designers capable of becoming actors of social and environmental change, collaborating with companies driven by social and green purpose. Design understood in the broad sense of the term - design of the product system (product, communication and service), but also as design for sustainability, design for inclusion and social innovation, design with communities, design for international cooperation. With a reference target represented by profit and non-profit companies (cooperatives, social enterprises, consortia, NGOs) which increasingly need figures capable of reconciling environmental and social innovation, communicating the added value of production, offering advanced services. A figure that appears increasingly strategic also considering the growing attention towards products and services that respect the environment and are attentive to social implications and the consequent need to raise the level of the offer in terms of skills, methods and intervention tools, also from the perspective of technological innovation scenarios.</p>

	<p><u>Teaching methodologies</u></p> <p>The Master is organized in a mix of:</p> <ul style="list-style-type: none"> <li>- frontal lessons;</li> <li>- project laboratories;</li> <li>- final workshops with visiting professors on the design application of the topics addressed in collaboration with companies and, more generally, the relevant actors.</li> </ul> <p>In particular, for the 2023-24 edition of the Master, 2 workshops are planned:</p> <ul style="list-style-type: none"> <li>- Design for circular supply chains;</li> <li>- Intercultural design.</li> </ul> <p>The training is completed by lectures by experts and a final internship.</p> <p>The course is organized into training modules. The composition of some of these constitute specialization courses that can be attended individually by external students, also with a view to possible updating.</p>
<p><b>Admission qualifications</b></p>	<p>A bachelor's or master's degree or single-cycle degree awarded under the university system governed by Ministerial Decree No. 270/2004 or Ministerial Decree No. 509/1999 in:</p> <ul style="list-style-type: none"> <li>- L-4 Industrial Design;</li> <li>- L-6 Geography;</li> <li>- L-8 Information Engineering;</li> <li>- L-12 Linguistic Mediation;</li> <li>- L-13 Biological Sciences;</li> <li>- L-17 Architectural Sciences</li> <li>- L-18 Economics and Business Management Sciences;</li> <li>- L-20 Communication Sciences;</li> <li>- L-21 Territorial, Urban, Landscape and Environmental Planning Sciences;</li> <li>- L-25 Agricultural and Forestry Sciences and Technologies;</li> <li>- L-32 Science and Technologies for the Environment and Nature;</li> <li>- L-33 Economic Sciences;</li> <li>- L-36 Political Sciences and International Relations;</li> <li>- L-37 Social Sciences for Cooperation, Development and Peace;</li> <li>- L-40 Sociology;</li> </ul> <p>Single-cycle master's degree in:</p> <ul style="list-style-type: none"> <li>- LM-4 Architecture and Building Engineering – Architecture (five-year);</li> </ul> <p>Degree obtained according to the previous system in:</p> <ul style="list-style-type: none"> <li>- Architecture;</li> <li>- International communication;</li> <li>- Economic and social disciplines;</li> <li>- Industrial design;</li> <li>- Environmental economics;</li> <li>- Economics and legislation for business;</li> <li>- Political Economy;</li> <li>- Languages, cultures and institutions of the Mediterranean countries;</li> <li>- Territorial, urban and environmental planning;</li> <li>- Environmental sciences;</li> <li>- Communication Sciences;</li> <li>- Technical sciences of interculturality;</li> <li>- Forestry and environmental sciences;</li> <li>- Political sciences;</li> <li>- Sociology.</li> </ul>
<p><b>Admission procedure</b></p>	<p>Selection based on qualifications</p>

<b>Duration</b>	12 months
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<b>Teaching methods</b>	Mixed teaching (in case of blended learning, synchronous)
<b>Language the course will be delivered in</b>	Italian/English
<b>Attendance requirement</b>	75% + mandatory final project work
<b>Course location</b>	Design Campus di Calenzano (FI) in via Sandro Pertini 93
<b>Foreseen lecture days</b>	Lessons will take place on weekends (approximately, Friday and Saturday)
<b>Exam procedure and schedule</b>	Each module/training unit includes a final test whose methods (written test, oral test, project work...) will be at the discretion of the responsible teacher.
<b>Final exam</b>	At the end of the course there is a final test which consists of the presentation and discussion of the research, design and internship-level activities developed during the training experience.
<b>Number of available places and enrolment fees</b>	
<b>Full-fee students</b>	
<b>Minimum no. of places</b>	8
<b>Maximum no. of places</b>	40
<b>Enrolment fee</b>	5000 euro
<b>Free supernumerary places</b>	
<b>UNIFI employees</b>	2
<b>Single modules</b>	
<b>Maximum no. of places</b>	3
<b>Enrolment fee</b>	€ 85,00/credit
<b>Admission qualifications</b>	High school diploma
<b>Admission requirements for individual modules</b>	Individual interview
<b>Description of the activities and training objectives of the internship</b>	The internship is aimed at a concrete application of the knowledge acquired through the training experience (lectures, laboratories and workshops), as a further acquisition of student skills. n. 75 total hours of internship or practical training activity.