



Design Strategies for Sustainable Innovation

Innovability, understood as the synergistic integration of innovation and sustainability, today emerges as a strategic paradigm for design oriented toward the ecological transition.

Sustainable innovation is therefore a strategic approach that integrates technological innovation, social innovation, and cultural innovation, defining regenerative solutions capable of generating economic and social value without compromising natural ecosystems. Within this framework, design is not merely a technical discipline, but a cultural infrastructure that enables processes of systemic transformation.



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Thursday, February 5, 11:00 a.m. – 1:00 Introduction: Definitions and Context

The first lesson introduces the core theme of sustainable innovation in design, outlining key definitions and conceptual frameworks, including *innovability*. It situates design within the broader context of ecological transition, highlighting its role as a cultural and strategic driver of systemic change.

Friday, February 6, 11:00 a.m. – 1:00 p.m. Case Studies and Applications

The second lesson focuses on selected case studies that exemplify design strategies for sustainable innovation across different scales and sectors. Through concrete examples, the lesson explores how technological, social, and cultural innovation can be integrated into regenerative and value-generating design solutions.

ON LINE LESSONS AT LINK:

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