



**DOMUS ACADEMY MILANO**  
Think further, Design beyond



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# ***ZERO CARBON CITIES***

Academic Master's Programmes and Double Award Master's Programmes  
SEPTEMBER AND NOVEMBER INTAKES

**SERVICE DESIGN**

## INTRO

As the world's population becomes increasingly more urbanized, with the share of people living in cities amounting to 55% today and expected to increase to 68% by 2050<sup>1</sup>, decarbonizing the cities and promoting new ways to live and design urban environments and public spaces will be fundamental in fighting the climate crisis.

Residents of just 100 cities are responsible for 20% of the carbon footprint production of all of humanity, and about one third of the city dwellers' carbon footprint is mainly due to public transportation options and building infrastructure<sup>2</sup>.

<sup>1</sup> <https://www.un.org/development/desa/en/news/population/2018-revision-of-world-urbanization-prospects.html>

<sup>2</sup> <https://www.scientificamerican.com/article/heres-how-much-cities-contribute-to-the-worlds-carbon-footprint/#:~:text=Residents%20of%20just%20100%20cities,contributor%20of%20excess%20carbon%20dioxide>

## BRIEF

Starting from in-depth research on trends and case studies related to cities that have already adopted services and solutions for reducing carbon dioxide emissions (e.g. from the promotion of new commuting solutions, to the adoption of natural based solutions to combat the climate crisis and regenerate the environment, to new practices for sharing energy within local communities, up to the adoption of policies and solutions for the transformation of the roofs of the city into new green areas), candidates will be asked to imagine an innovative service that can help reduce the carbon footprint of a city of their choice (this can be their city of origin or another city they know or have lived in).

The service will have to be imagined 5 years in the future.

The envisioned service may contemplate physical and/or digital solutions and may consider the involvement of public or private stakeholders besides the involved Municipality.

## AUDIENCE

The competition is open to candidates who have a first-level academic degree and/or strong background and experience in the field of Service Design who wish to take their careers to the next level.

Candidates with a background in other related disciplines and wider experience may also participate.

## JURY

Projects will be selected and evaluated by the Faculty of the Programme and the Admission Jury.

## PRIZES

- from 3,000€ to 7,500€ of the total tuition fee of the Academic Master's Programme.
- from 3,000€ to 9,000€ of the total tuition fee of the Double Award Master's Programme.

Prizes will be calculated on the standard tuition fee.

Winners will be selected through a merit-based ranking.

## SCHOLARSHIP AMOUNTS

ACADEMIC MASTER'S PROGRAMME:			
3,000€	4,500€	6,000€	7,500€

DOUBLE AWARD MASTER'S PROGRAMME:				
3,000€	4,500€	6,000€	7,500€	9,000€

## REQUIRED MATERIALS

Digital presentation in PDF file format, 16:9 aspect ratio, structured as follows:

- *Framework and problem setting: which is your area of investigation?*
- *Research and insights: which are your supporting references? Which are the best practices and solutions already available on the market? Which are the behaviors, needs, and motivations of your users?*
- *Persona: represent the user type(s) that might use your service*
- *Challenge: which is the problem you're going to solve?*
- *Solution: give a name to your project and describe it with 200 words*
- *How it works: detail your solutions through images, diagrams, sketches and illustrations such as service map, stakeholder map, journey map touchpoints*

The competition proposal must be accompanied by the following supplemental materials:

- Portfolio of projects (not mandatory)
- Curriculum vitae/resume
- Motivational letter
- Domus Academy Competition Application Form
- Copy of Bachelor's Degree or Academic Diploma (in English) or official certificate of expected graduation issued by your institution if not graduated yet
- Copy of Bachelor's Degree or Academic Diploma's official transcript/mark sheet (in English) or most updated official transcript/mark sheet if not graduated yet
- Copy of passport
- English language certificate
- Documentation regarding further courses or seminars attended (if available)
- 2 reference letters (only for Double Award Master's Programmes candidates)

Candidates are asked to send their materials in one sole file in PDF format.

Any further attached material will be considered a plus and will be evaluated by the Jury.

## SCHEDULE

- The works must be delivered to Domus Academy by and no later than **March 10<sup>th</sup> 2022**.
- Candidates will be informed about the results of the competition by e-mail within **April 5<sup>th</sup> 2022**.

## ENTRY DELIVERY

All the required materials in digital format should be uploaded to this page:

[competition.domusacademy.com](https://competition.domusacademy.com)

An e-mail of confirmation will be sent to candidates within 48 hours from the receipt of their materials.

In case candidates do not receive confirmation, they have to write to: [competitions@domusacademy.it](mailto:competitions@domusacademy.it)

## PROGRAMME DESCRIPTION

In the Master's in Service Design Programme, you will learn new skills in storytelling, prototyping, problem-solving, and business design that you can apply to developing intuitive and relevant service ideas.

Through observing users, you will detect unmet customer needs and develop physical and virtual systems of service experience, working in close contact with professionals from private and public sector organizations.

## ELIGIBILITY

Candidates already holding a first-level Academic Diploma or Bachelor's Degree, or who are about to graduate within the programme beginning, and, in any case, within the Academic Year 2022-2023 (option available only for applications to the Academic Master, no Double Degree and only for students graduating in an Italian Academy/University\*).

(In any case please prior check with Admission Office).

Bachelor's Degree or Academic Diploma not lower than 2:2 (British undergraduate degree classification) for Double Award Master's Programmes candidates. Students holding a Bachelor Degree lower than 2:2 will be asked to take an admission interview and they must prove also one year of professional experience.

English language requirement:

- IELTS 5.0 for Academic Master's Programmes
- IELTS 5.5 both overall and in every single part for Double Award Master's Programmes

Participants not holding the official entry requirements may be evaluated for the Diploma Programme and, at the end of the course, will receive a Domus Academy Diploma, prior check with Admissions office before applying.

Please write to: [competitions@domusacademy.it](mailto:competitions@domusacademy.it)

## GENERAL TERMS AND CONDITIONS

- Every moral or authorship right as to the project remains property of the author.
- The projects sent to Domus Academy will not be returned.
- All the material must be the result of an unpublished work developed by the candidate, not to be used in other previous occasions.
- Domus Academy is entitled not to award the scholarship if the projects are deemed not to meet the suitable standards defined by the jury. The jury will judge at its own discretion and its decision is final.
- The scholarship presented in this public announcement cannot be combined with other economic reductions offered by Domus Academy.
- The scholarship will be deducted from the balance of the tuition fee.
- If a candidate declines a scholarship offer, the scholarship will be transferred to the next candidate on the list.
- Selected candidates accept that part of their work can be published on Websites and/or Social Media channel



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