

**EDU**  
THE SUSTAINABLE DESIGN SCHOOL

THE INTERNATIONAL  
DESIGN SCHOOL  
IN SUSTAINABLE  
INNOVATION FOR  
HUMAN SOLUTIONS

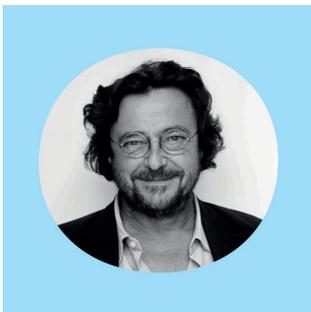
 **FRANCE**  
**compétences**  
CERTIFICATION  
enregistrée au RNCP



UNIVERSITÉ **CÔTE D'AZUR** 

Founded in 2013, BESIGN - The Sustainable Design School is the international school of design and sustainable innovation at the service of people.

### THE FOUNDERS



**MARC VAN PETEGHEM**

Co-founder of The SDS

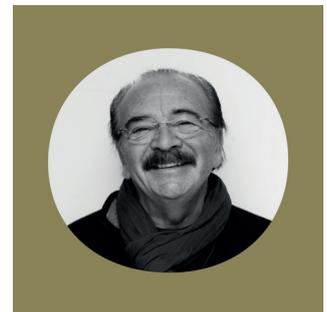
Naval architect

Co-founder of VPLP Yacht Design



**MAURILLE LARIVIÈRE**

Co-founder and Director of The SDS  
Designer, teacher at Ecole Polytechnique



**PATRICK LE QUÉMENT**

Co-founder of The SDS  
Chairman of the Strategic Council  
Design and strategy consultant

### OUR MANIFESTO

The current changes in the world affect us deeply, they inspire us to lead a positive and happy change, they encourage us to become fully aware of our role as actors and thus to be forces of proposal !

**We, students, teachers, staff and co-founders of The Sustainable Design School, we commit to:**

- learn to recognize the opportunities of a world rich in poetic and sensitive values,
- open the consciousness of the designer of tomorrow, to be committed and optimistic about the world to come, by placing Man and his rights at the heart of the economy, politics and planetary society,
- inventing, based on new values, a desirable future, a new well-being, another prosperity, in harmony with the biosphere,
- «designer», that is to say designing sustainable design and innovation methods adapted to the resolution of issues that threaten the sustainability of life,
- imagine, create with others and for others, in a transversal and altruistic way,
- develop a human attitude, a particular behavior in front of the creative act, a way of being of the designer, a professional approach marked by our values: **humanism & empathy, openness & multicultural sensitivity, conscience & responsibility**, in coherence with a personal commitment , an ethical position in front of all forms of living,
- to experiment with a new pedagogy, to discover the aspirations of the younger generations,
- and finally, to nurture a shared culture so that it becomes a collective mission of the school towards the world, as well as an individual responsibility of each member of our community..

In Nice - French Riviera, October 1, 2019

# Design & Innovation Durable

## Solutions to Today's Problems

The meeting of Design and sustainable innovation is a certain lever in order to respond to the problems of the world.

### DESIGN BY DOING

Today, big questions are posed to us for a viable evolution of our planet. Changes are both necessary and inevitable in order to provide an acceptable environment for all. To answer it, imagination and innovation are in the spotlight. So these are great opportunities for our students.

To better respond to the complexity of current issues in the world, The Sustainable Design School's pedagogy is transversal, international and multidisciplinary. It is practiced on concrete projects proposed by companies that share our values.

### THE CAMPUS

The SDS, located in a privileged setting in Cagnes-sur-Mer, in the heart of the Côte-d'Azur-French Riviera, offers its students a 2000m<sup>2</sup> campus: computer laboratory, model design workshop, prototyping, music studio, photo studio, creativity room, collective vegetable garden, terrace..



HUMANISM &  
EMPATHY

OPENING  
& MULTICULTURAL  
SENSITIVITY

CONSCIENCE &  
RESPONSIBILITY

### THE 17 GOALS OF SUSTAINABLE DEVELOPMENT

The Sustainable Development Goals are an action plan to achieve a better, more sustainable future for all.

They take into account global challenges, in particular those related to the implementation of sustainable production and consumption methods, the fight against climate change, the preservation of terrestrial and marine biodiversity, and the transformation of sustainable cities.

The objectives are interdependent and offer a framework for reading complexity.

The SDS is committed to and is based on the 17 Sustainable Development Goals as creativity tools for the world of tomorrow.



«Harvard Business» Review projects 380 million jobs by 2030 linked to the 17 Sustainable Development Goals.

Source : Harvard Business Review

# A transversal course

With multiple multidisciplinary entries

We favor an integration process based on exchange and personal abilities. Our priority: to meet you, get to know you and develop your talents.

## THE PROGRAM

### ENTRY EQUIVALENCES

After BAC (all types) or equivalent

After BAC +1 Design or equivalent

After BAC +2 Design or equivalent

After LICENSE, BACHELOR, MASTER 1 or MASTER 2

After MASTER 2

**Bachelor level Bac +3**  
 Designer fundamentals  
*Drawing / Digital / Prototyping / Sustainable development*

**B1** **Mise à niveau**  
 English upgrade  
 Leveling in drawing, rough, perspective  
 Upgrade of 2D / 3D digital tools  
 Introduction to eco-designed prototyping  
 Sustainable design and design culture

**B2** **Fondamentaux**  
 Social Sciences, Eco-conception and methodology design & design thinking  
 Sketches, Mock up  
 2D and 3D digital tools and drawing  
 Composition / Typo - Digital Illustration

**B3** **Immersion - Formalisation - Realization**  
 Sustainable innovation methodology, portfolio and design, User observation methodology  
 Knowledge of materials and eco-design  
 2D, 3D & Basic AI digital tools

University exchange

**Bachelor Certificate Bac +3**  
 A project and an exam at the end of the 3rd year

**Master I level**  
 Project management  
*Team management*

**M1** **Project and Team Management**  
 Multi-project management  
 Team management in partnership  
 Innovation culture & sustainable innovation methodology  
 Systemic methodology  
 Management - Coaching  
 Marketing - Engineering

University exchange

**Master II level**  
 Realization  
*Professional project*

**M2 Sustainable Innovation Designer**  
*Recognized RNCP level 7 diploma*  
 Specialized diploma project individual follow-up (or pair)  
 Written and multimedia thesis  
 Defense in front of a professional jury  
 Professional diploma internship

**THESIS AND DOCTORAL COURSE (IN 3 YEARS)**

### EUROPEAN CREDITS

60 ects

120 ects

180 ects  
**BACHELOR level**

240 ects

300 ects  
**MASTER**

150 ects - Thesis  
 30 ects - Doctoral course  
**480 ects - DOCTORATE**

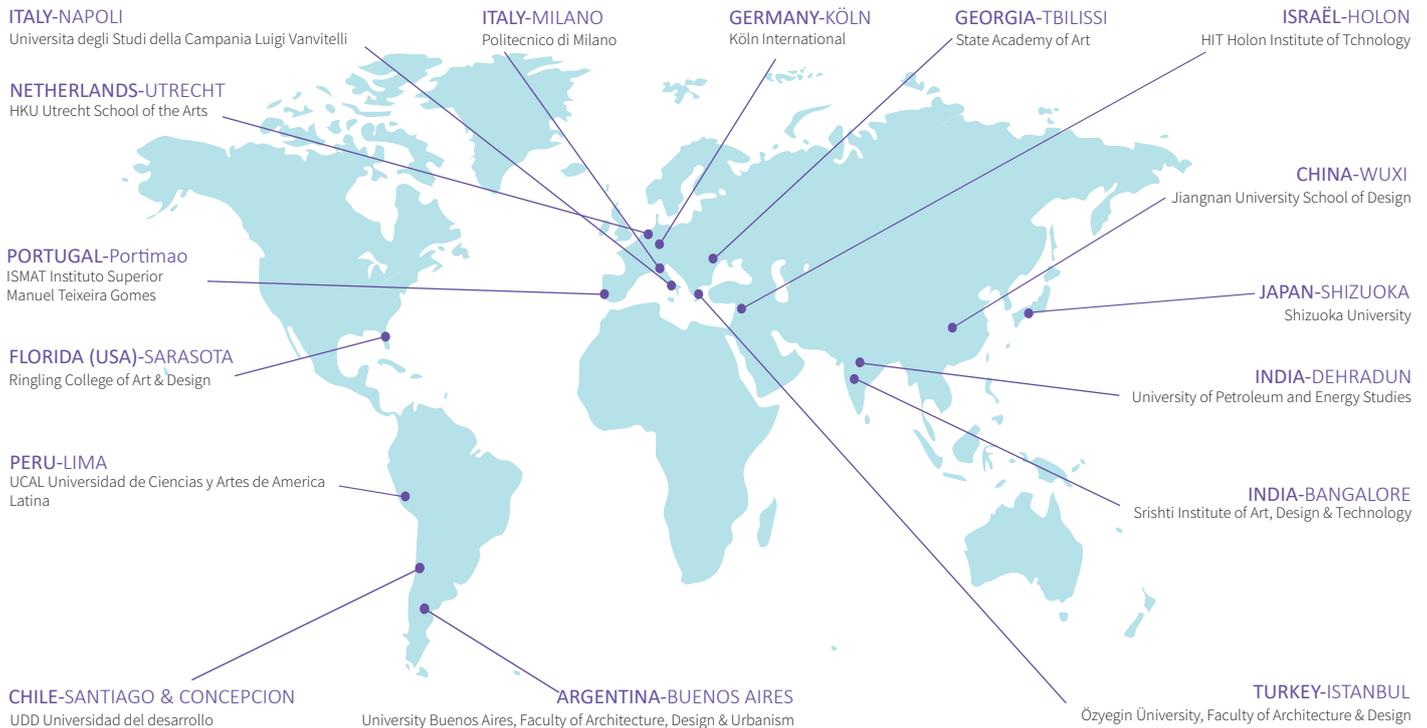
Partnerships

# International

## International exchanges

BESIGN is a member of CUMULUS Association, an international network of 280 Universities and Design Schools around the world.

### ÉCOLES PARTENAIRES



University Buenos Aires, Faculty of Architecture, Design & Urbanism - Argentine

Universidad de Ciencias y Artes de America Latina (UCAL) - Pérou

Universita Degli Studi Della Campania Luigi Vanvitelli - Italie

Srishti Institute of Art, Design & Technology - Inde

University of Petroleum and Energy Studies - Inde

HIT Holon Institute of Technology - Israël

Universidad del Desarrollo (UDD) - Chili

Ringling College of Art & Design - USA

Tbilissi State Academy - Géorgie

Köln International - Allemagne

Özyegin University - Turquie

Jiangnan University - Chine

Politecnico di Milano - Italie

Shizuoka University - Japon

Never doubt that a small group of engaged and thoughtful citizens can change the world. In reality, this is always what happens.

Margaret Mead



# Bachelor

## Assistant Designer in Sustainable Innovation

Initiation, Fundamentals and Improvement

### THE SCHOOL

The Sustainable Design School of Nice, FR is the only higher education institution in the world to connect systematically design to the 17 United Nations sustainable development goals.

We teach our students to act for people and for the planet, using design processes for sustainable innovation. Our alumni understand that the call for sustainable transition is a global issue and brings together the full commitment of creative minds from different backgrounds.

Therefore, SDS training is rooted in a pedagogy where the sciences, such as engineering, biology, anthropology, social sciences, law studies, business and many more, work hand in hand on tangible problems.

The proposed solutions are holistic, taking into account the complexity of human society and the challenges of climate change.

### CAREER OPPORTUNITIES

With the Bachelor «Assistant designer in sustainable innovation» from the School of Sustainable Design, you present the skills required for different job profiles:

- Assistant product designer
- Assistant Graphic Designer
- Assistant Designer in mobility for smart cities
- Assistant Systems Designer
- Assistant Designer of intelligent applications
- Assistant Designer UX
- Assistant Experience Designer

### THE GOALS

The Bachelor program of the course «Designer in sustainable innovation» at the SDS, develops your basic skills to be a professional designer, embracing the demands of a sustainable future. The program develops the areas of product design, interior decoration, system design, transportation, fashion and graphics, always with the focus on new ecosystems for a society with social values and allowing respectful consumption.

The Bachelor prepares students to become «Assistant designer in sustainable innovation», or to enter the Master in «Designer in Sustainable Innovation», and also allows to follow the MSc Entrepreneurship & Sustainable Design, double degree with Skema Business School, in second year of Master level (M2).

The entire program focuses on design, sustainability and leadership.

**INTAKE :** September 2021

**ADMISSION CRITERIA:** Highschool degree

**DURATION :** 3 years

**DEGREE :** Bachelor degree Assistant Designer in Sustainable Innovation

**TUITION FEES :** € 27,000 (twenty seven thousand)

**CAMPUS :** Cagnes-sur-mer (FR)

**WEBSITE :** [www.the-sds.com](http://www.the-sds.com)

**ADMISSION CONTACTS:** +33 (0)4 93 97 11 59  
+34 615 788 216  
[contact@the-sds.com](mailto:contact@the-sds.com)

# Bachelor

## Assistant Designer in Sustainable Innovation

Initiation, Fundamentals and Improvement

Design with  
new methods  
and real  
professional  
projects



### CURRICULUM

**1st year :** This first year of Design studies begins with an immersion in the world of Design: Culture, design application tools and understanding of design methodologies. Sketches, graphic design, computer aided design (Adobe Suite, Rhino and Keyshot), model building, prototyping, model making and materials, theory courses on sustainability and the circular economy. It's in the second semester that the real fun begins, as we can now start using some of these newly learned tools in design projects that will run throughout the semester. You will begin to see how to connect these tools and apply yourself throughout the design process.

**2nd year :** This second year includes three design projects spread over the two semesters of the year, you will continue to apply the design tools to develop your skills on increasingly complex projects, you will continue to be supervised and supported by specialized teachers. in each design skill (sketching, CAD, development, formatting).

**3rd year :** This year marks a transition as there are two large individual projects throughout the year, one per semester. However, the complexity is increased since the initial field is motivated by an introduction to sociology and anthropology. These projects are 100% supervised. At this point in your studies, you should be able to complete a complete design project, from immersion and research to design, ideation and development, including prototyping and model making. ... AND the communication of finished solutions. During the first semester of the third year, you can undertake an international experience in one of our partner institutions ([quick link to the international / outgoing students page](#)).

# Master

## Sustainable Innovation Designer

Project management, Specialization

### THE SCHOOL

The Sustainable Design School of Nice, FR is the only higher education institution in the world to connect systematically design to the 17 United Nations sustainable development goals.

We teach our students to act for people and for the planet, using design processes for sustainable innovation. Our alumni understand that the call for sustainable transition is a global issue and brings together the full commitment of creative minds from different backgrounds.

Therefore, SDS training is rooted in a pedagogy where the sciences, such as engineering, biology, anthropology, social sciences, law studies, business and many more, work hand in hand on tangible problems.

The proposed solutions are holistic, taking into account the complexity of human society and the challenges of climate change.

### CAREER OPPORTUNITIES

With a postgraduate degree from the Sustainable Design School, you present the skills required for different job profiles:

- Designer durable
- Designer stratégique
- Consultant en design
- Consultant en design pour la transition durable
- Designer de villes intelligentes
- Designer de systèmes
- Designer UX
- Designer d'expérience

### THE GOALS

The SDS 'Designer in Sustainable Innovation' postgraduate program develops strategic skills, providing our graduates with the knowledge required for leadership positions in international companies.

Students acquire comprehensive skills on contextual research methodology, how to facilitate creative and sustainable thinking, future trends and innovation for sustainable design, creation of services, interfaces and experiences, and leadership. in terms of sustainable design.

In the second year of the postgraduate program, students can apply for the MSc Entrepreneurship & Sustainable Design, double degree with Skema Business School (link to MSc page).

The program focuses on design, sustainability and leadership.

**INTAKE :** September 2021

**ADMISSION CRITERIA:** High School Degree

**DURATION :** 2 years

**DEGREE :** Designer in Sustainable Innovation, certified by the National Council for Professional Certification Professional Certification RNCP

**TUITION FEES :** € 20,000 (twenty thousand euros)

**CAMPUS :** Cagnes-sur-mer (FR)

**WEBSITE :** [www.the-sds.com](http://www.the-sds.com)

**ADMISSION CONTACTS :** +33 (0)4 93 97 11 59  
+34 615 788 216  
[contact@the-sds.com](mailto:contact@the-sds.com)

**Master**

# Sustainable Innovation Designer

Project management, Specialization

**Successful design unfolds, once the complexity of the world becomes a key inspiration for innovation.**



## CURRICULUM

**1st year :** You will be exposed to a high standard of design studies, with published knowledge in multiple fields. You will understand Contextual Design research, research methodologies, in-depth modules on the nature of design, Design Thinking, creativity, sustainable biomimicry, services, etc. in-depth modules on the nature of design and creativity, sustainability. But also biomimicry, the development of services and experiences and the development of experience.

**2nd year :** This last year of your studies is devoted to your major final project, the subject of which is generally the subject that derives from your thesis carried out in M1.

This project is supervised by a number of design, sustainable development and management professionals who will help guide you through to the end of your studies.

For students applying for the MSc Entrepreneurship & Sustainable Design double degree in the 2nd year, please click here for more information.

# The business experience

## Partnerships projects

From the first years of your schooling, you learn by «doing it» in the context of professional projects.

### BUSINESS PARTNERS



### EDUCATIONAL / INSTITUTIONAL PARTNERS



« These large companies come to see our students because they have an intuitive vision of the world of tomorrow, because they are already in the knowledge and sharing economies, because they were born with digital technology and because they aspire to help others responsibly! »

Maurille Larivière

# Partnerships

## What is it ?

From the first years of your schooling, you learn by «doing it» in the context of professional projects.

### EXAMPLES OF PARTNERSHIPS



#### PRODUCT & GRAPHIC DESIGN «What mobility for the elderly and isolated in rural areas?»

A personal assistant allowing you to transport objects without carrying them with your phone



#### SPACE DESIGN & INTERACTION «Understand the needs of the establishment in order to redesign the interior with a sustainable orientation»

A restaurant area redesigned with sustainable materials and the use of eco-responsible food products

#### PLASTIC SYSTEMIC DESIGN «Design an awareness campaign to give value to plastic waste»

ODYSSEY Development of systematic scenarios for recycling and reuse of plastic and development of their communications

# Our alumni

## What are they doing ?

« Yesterday I was a student, today I am a Designer ! » Once graduated, our students have the opportunity to join large companies, or to create their own start-up.

### OUR ALUMNI



**Pierre-Henri Cloître**  
Responsable designer produits/cadre  
SPORT OUTDOOR



**Maud Cruzier**  
Scénographe Evènement  
CARTIER



**François Coué**  
Senior Consultant Designer  
ERNST & YOUNG



**Juliette Martin**  
Graphic Designer  
NESTLE



**Benoît Jury**  
Designer Cadre Autonome  
DECATHLON



**Iris Roussel**  
Entrepreneur, Fondatrice  
OZ'IRIS SANTE



**Antoine Trouvé**  
Consultant - Designer UI/UX  
IBM INTERACTIVE



**Margot Goncharenko**  
Assitant manager  
facilities  
SLK



**Masson Corentine**  
Designer & Project Manager  
YELLOW EVENT

*« My vision of design is not just to create an aesthetic object. Design is above all a philosophy: to create with the aim of improving everyone's daily life. I chose The SDS for its Design thinking and Eco-Design approach »*

**Thomas Prevost**, Graduate 2017

# Student testimonials

## They tell us

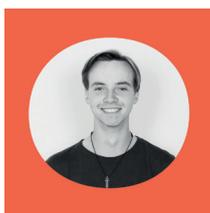
Every experience is different, who better than the students to tell you about theirs within the school ?

### OUR STUDENTS



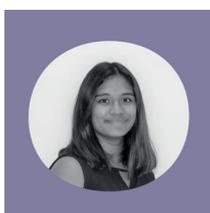
**Agatha Verlay** - Master 1 Student

« Becoming a designer engages me in a full profession, which while being creative is also pragmatic when it comes to leading an idea to its realization. The designer provides solutions affecting different sectors, which makes him versatile. »



**Florent Rigaud** - Master 1 Student

« I joined BESIGN The Sustainable Design School, right after studying in high school. It allowed me to learn, imagine and design products and services in accordance with the 17 objectives of sustainable development through various professional projects. Today, I know I can play an important role in the future world, as a "besigner"!»



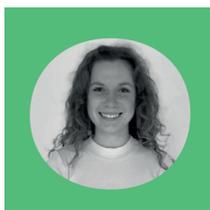
**Indira Snellen** - Master 3 Student

« I've always been drawn to drawing, even though I've never taken a lesson. I am also interested in the environment which is a subject that concerns my generation. The SDS school brings together design and the concept of sustainable innovation. This is a school where I thrive. »



**Owen Cartau** - Master 2 Student

« Studying at BESIGN The Sustainable Design School has brought me the tools I need to be a better designer, aware of the environmental impact I can have. I have participated in a wide variety of projects, over the years, for companies such as Toyota, thus understanding the depth of what a client needs. »



**Swann Benichou** - Bachelor 3 Student

« The SDS attracted me for its values which are also mine: empathy, exchange and sharing, the diversity of fields of action, its original approach to design, led by recognized men and themselves. designer. What touched me the most was the real listening during the admission interview, which is not only on file. »

# Admission

Join us

The diversity of our students' origins is an asset for sustainable innovation and its teaching.

## Whatever your educational background : you can join our design school!



BAC



MANAA



BAC+1,2,3,4



PRO TRAINING

### ADMISSION

#### Integration conditions

Admission is carried out through an individual interview with the school director and on file (see below) :

- Registration form received by email
- Copy of an identity document
- Academic results
- Book and Portfolio

### HOUSING

The Sustainable Design School has several agreements with student housing estates located in the heart of Nice at attractive and negotiated prices, we also receive many rental proposals around the school as well as a Facebook page partly dedicated to research of collocation.

We help all of our students with their formalities and regularly update a brochure listing all of the offers. Do not hesitate to ask us by email !

### FINANCE

#### «The SDS friends» Endowment Fund

The endowment fund, "The SDS friends" offers internal scholarships. A global envelope is dedicated to solidarity. It allows the allocation of a reduction in tuition fees ranging from -10 to -50% over the entire student's course under the same conditions as university grants (CROUS).

#### Bank loan agreement with BNP Paribas

The SDS has signed an agreement with the BNP Paribas bank to allow students to take out bank loans with deferred repayments and at very preferential rates without parental guarantee (under certain conditions). For more information, please contact us.

Measure the candidate's potential in terms of openness, spontaneity, analytical skills, reasoning and quality of expression.

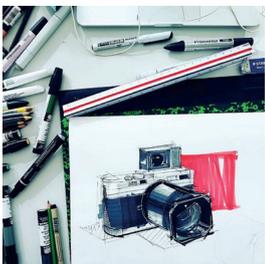
Let the pencil speak

# BESIGN

THE SUSTAINABLE DESIGN SCHOOL

« Because a school is nothing without its students »

Maurille LARIVIERE





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[Besignschool](https://www.instagram.com/Besignschool)

UNIVERSITÉ **CÔTE D'AZUR** 

The logo for the University of Côte d'Azur, featuring a stylized cluster of dots of varying sizes arranged in a roughly circular pattern.