



Domus Academy launches

# SERVICES AGAINST POLLUTION

## MASTER IN SERVICE DESIGN 2011

April 29<sup>th</sup> 2011

DEADLINE

[infoservice@domusacademy.it](mailto:infoservice@domusacademy.it)

INFORMATION

SEPTEMBER  
INTAKE

The new Master in Service Design is devoted to create the next generation of humanized and pleasurable service experiences. The design-driven approach to service design and management and the human-centric view are the driving forces for the innovation of service industries.

Join the competition and send your service idea proposal to get a scholarship.

SERVICES AGAINST POLLUTION /MSD

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## THE AIR POLLUTION INCREASES OVER THE LIMITS WITHIN URBAN CENTRES.

In winter time, fine particles exceed healthy limits in large urban areas because of increased heating and traffic.

We are waiting for heating systems and motor vehicles to evolve towards more sustainable solutions (using clean and renewable energy, and generally lowering emissions), in order to reduce the energy consumption and air pollution. In the meantime, it is possible for people to make simple behavioral changes.

Imagine how local Bureaux, Transportation Agencies, Gas and Electricity Companies, as well as stores and private operators in the field of mobility can offer incentives and small added (or promotional) services to encourage citizens to adopt more sustainable behaviors (e.g. lower or better manage heating, walk, bike, or use public transportation, optimize routes and urban transfers,...)

## GUIDELINES

Your design challenge is to design a service concept or an incentive to the use of public transportation, aimed at encouraging citizens to adopt more sustainable behaviors. It should be a simple idea that public bureaux, transportation agencies, as well as offices, stores, etc...can offer to the citizens with a limited investment and an advantage for the environment.

01\_the service provider: choose a company profile

Imagine to be either one of the above mentioned actors: the City, the Transportation Agency, the Gas Company, a retail company, a car or bike sharing service...

02\_the target: choose the user profile and the experience case

Think about one or more possible user profiles and their preference and habits while living and moving in the city, as a starting point and source of inspiration.

03\_describe the service idea

Try to explain to us briefly your service idea, or incentive to the use of public transportation aimed at reducing environmental impact: What is it? How is it presented and offered to the potential users? How does it work? Please use any representation tools to help understand the service better. What is the added value for citizens and what is the environmental advantage?

04\_describe the benefit for the environment and the behavioral change for citizens

Please describe what potential environmental advantage your idea could bring and what behavioral change does it require on your user profiles' part.

05\_slogan

Imagine a slogan to promote your idea and help people understand the service or the incentive offered.

## AUDIENCE

The competition is open to professionals in business, humanities, communication sciences and design-related disciplines.

## JURY

Birgit Mager, *Service Design Network*  
Claudio Moderini, *Master in I-Design*  
Elena Pacenti, *Master in Service Design*  
Jan-Christoph Zoels, *Experientia*  
Mario Trimarchi, *Fragile*

## MATERIALS REQUIRED

Presentation of the service idea in digital or printed format (5 pages maximum), illustrated boards and/or document, in .PDF format.

Curriculum vitae and Statement of purpose in A4 format or digital file Word format.

## PRIZES

Two scholarships, each of one covering 50% of the total tuition fee of the Master in Service Design at Domus Academy 22.200 euro (euro 18.500 + VAT 20%). These conditions are intended for the Academic Year 2011-2012 (September 2011 - August 2012) only.

## DEADLINE

The works must be sent to Domus Academy by and not later than April 29th, 2011. Candidates will be informed about the results of the competition via e-mail on May 13 th, 2011.

## DELIVERY

Projects in digital format must be sent to [infoservice@domusacademy.it](mailto:infoservice@domusacademy.it).

Paper works must be sent to:

Domus Academy

"Services Against Pollution Competition"

Via Watt 37 - 20143 Milano, Italy

To the attention of:

International Admissions Department

## INFO

Master in Service Design

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