

Key Action: Partnerships for cooperation and exchanges of practices  
Action Type: Erasmus Mundus Joint Master

#### Project Title

# SDSI - Joint Master's Degree Programme in Service Design Strategies and Innovations

## Project Coordinator

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## Project Information

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**EC Contribution** 4,899,600 EUR

**Partners** EESTI KUNSTIAKADEEMIA (EE) , LAPIN YLIOPISTO (FI)

## Project Summary

Europe is undergoing a significant change that results in shifting of existing socioeconomical paradigms and requires new ways to develop humancentric solutions in situations of increasing uncertainty. Desire for a sustainable approach of doing business and experiencing a quality life have defined ambitious goals set forth in the Green Deal and needs for ensuring of competitiveness in a way where parts of population and business are not left behind have resulted in critical initiatives of Digital Transformation.

These challenges and aspirations need radically improved or even completely new solutions. They even require entirely new ways of understanding and interpreting of the problems and needs in complex and uncertain contexts. Our answer to this is a multi-disciplinary, joint-degree awarding Service Design Strategy and Innovation Masters' programme, SDSI (120 ECTS), involving the Art Academy of Latvia, the University of Lapland, the Estonian Academy of Arts and the Stockholm School of Economics in Riga, aimed at educating of leaders who will be able to address ongoing shift to sustainability and digitalization in a human-centered way.

SDSI will prepare students to become versatile service innovators who can enable change in public and private organizations through strategic design, management and creative leadership. Its focus is on interdisciplinary studies and cross-specialization in design, business, technologies and social sciences. SDSI graduates will become change facilitators to contribute to innovative, effective and socially responsible service organizations globally, in their home countries after graduation.

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