

# Adding value to the future through design and entrepreneurship: PLACE



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## Abstract

In a worldwide context of uncertainty, new generations of Design students face sustainable and social evolution issues during their education. These future professionals also bring crucial and timely issues to their curricular projects. However, such projects are usually forgotten once students graduate and ideas with high potential fall flat.

The Programme for LASALLE Creative Entrepreneurs (PLACE) is an initiative of the Faculty of Design of LASALLE College of the Arts, Singapore to support design students to turn their big ideas into sustainable and socially-engaged start-ups.

In its second year, the preliminary results of this programme already hint at high entrepreneurial consciousness among design students with socially and sustainably engaged projects.

This poster presents the programme's initial results and possible effects on social and sustainable engagement through education.

Although many university incubators have been created over the years, creative programmes of this kind are scarce and often prioritise new technologies and fast profits instead of providing sustainable solutions and participating in socially and environmentally responsible enterprises.

Our results show a deep connection between this generation of design students and social and sustainable matters. We highlight how programmes like PLACE can improve the quality of the students learning experience and allow them to create value beyond their ideas.