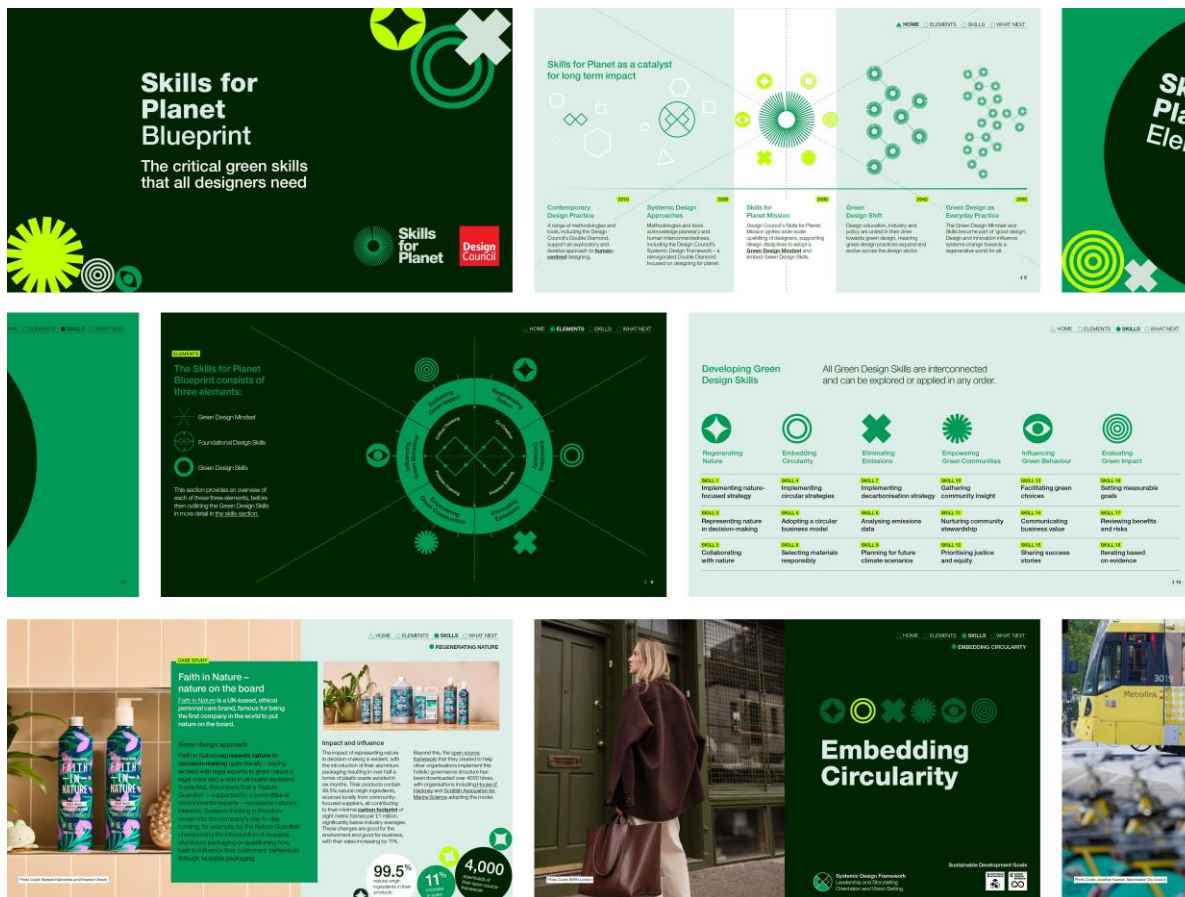


Press release 5 June 2025

The Design Council launches **Skills for Planet Blueprint** to support equipping one million designers with essential green design skills.



Skills for Planet Blueprint, 2025.

The Design Council today announces the launch of the **Skills for Planet Blueprint**, a landmark resource designed to demonstrate the skills that all designers should develop in order to meet the ‘green skills gap’ in design.

The Blueprint provides the shared language, practical steps, and mindset shift needed to make regenerative design the default, not the exception.

This is the first step towards the Design Council’s ambitious mission to upskill one million designers in green design skills by 2030, with the next milestone due to be revealed as part of the upcoming World Design Congress in London this September.

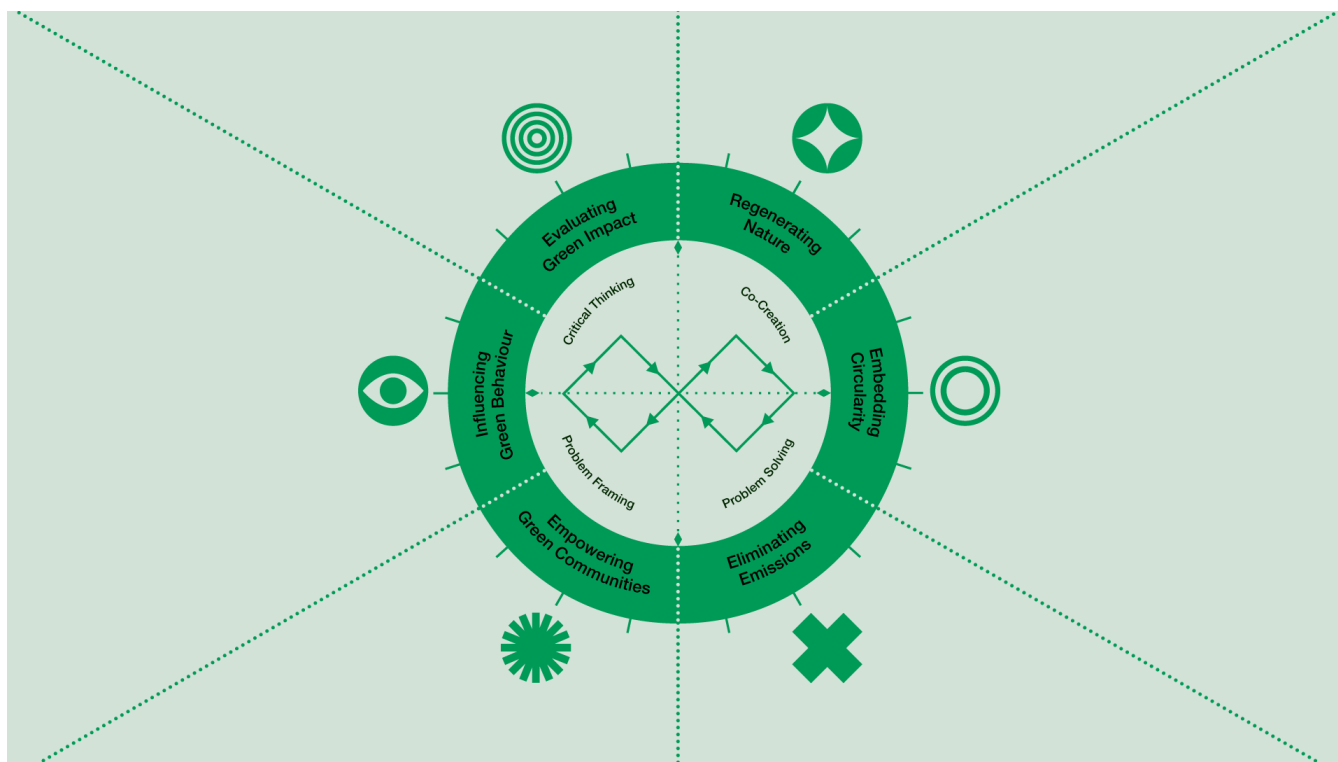
To celebrate, the Design Council has unveiled a special exhibit at the London Design Biennale. The exhibit hopes to inspire designers, educators and young people to adopt the green design skills needed for the green transition.

The **Skills for Planet Blueprint**, published today, has been created by the Design Council as a landmark “together tool” for designers, across all disciplines and experience levels, to support them in building essential green skills. It is the first resource of its kind to provide a shared green design language that will make cross-sector conversations and skills building possible.

The launch kickstarts the Design Council’s ambitious mission to upskill one million designers in green design skills by 2030. The aim of the mission is to equip designers with the capabilities they need to fuel the green transition and position the UK as the global leader in designing for planet and transforming the UK, supporting the government’s ambition of reaching Net Zero and becoming a clean energy superpower.

The Blueprint defines eighteen Green Design Skills, organised into six interconnected areas:

- Regenerating Nature
- Embedding Circularity
- Eliminating Emissions
- Empowering Green Communities
- Influencing Green Behaviour
- Evaluating Green Impact



The six key areas of green design skills shown in the Skills for Planet Map.

These build on the “Foundational Design Skills” that are already held by designers and are underpinned by a “Green Design Mindset” as a recognition that design must benefit both people and planet. Through real-world case studies, including from pioneering brands **Faith and Nature** and **BedZED**, the Blueprint provides clear, actionable methods that are ready to integrate into education, practice and policy.

READ THE FULL SKILLS FOR PLANET BLUEPRINT HERE.

The Blueprint comes in response to the Design Council’s research which shows there is currently a significant green skills gap. While 66% of designers have worked on environmental projects in the last 12 months, and 73% of them think the demand for environmental design is going to grow, only 43% think they have the capability to do so. Skills and knowledge are critical enablers of change, yet only 50% of the UK’s designers believe their education has equipped them to design for planet.

The Blueprint was developed with 100+ design experts across education, industry and government including from the **Arts and Humanities Research Council, Design Business Association, Design & Technology Association, Council for Higher Education in Art & Design, National Society for Education in Art & Design, RSA and RCA.**

The Skills for Planet Blueprint will be unveiled at the **London Design Biennale** (Somerset House, 5–23 June 2025) through an interactive exhibit that invites visitors to explore the key green design skills and reflect on their own motivations for shaping a better future. Creative agency **Creative Concern** has designed a visual identity for the Skills for Planet mission with the planet at its core including the Blueprint and exhibit. Thought-provoking messages from design leaders like William McDonough, Ellen MacArthur and Sasha Costanza-Chock encourage visitors to pledge themselves as “one of the million”.

The exhibit will include the work of World Design Congress 2025 Trailblazer, **Emmanuel Lawal**. The Modular 001 Bench, launched by Emmanuel’s design studio Forstealgia, is created from leather alternatives, with the aim of being used as a tool to bring people together to have important discussions and moments of knowledge sharing. Produced locally in Hackney, the piece will be available for public use throughout the duration of the London Design Biennale.

This comes during a monumental year of design which offers a once-in-a-generation opportunity to visibly celebrate UK design and designers in a global context with a series of major design events taking place over the next twelve months. The **World Design Congress** will return to the UK for the first time in almost 50 years to gather the international design community and thought leaders from business, research and education, with focus on the crucial theme of Design for Planet. Hosted by the Design Council on 9 and 10 September at the Barbican Centre, it will bring over 1,000 delegates and 10,000 global participants online to accelerate action in harnessing design’s power in facing the climate crisis.

The next phase of the Skills for Planet mission will be announced as part of the World Design Congress and will build on existing initiatives including: partnering with CHEAD to embed the Blueprint in Higher Education, contributing to QAA benchmark statements to advance sustainability across creative disciplines, responding to the Ofsted curriculum review, advocating for stronger climate literacy in design education and releasing the final Design Economy research report, *Public Design Beyond Central Government*, calling for continued investment in public sector design skills.

Cat Drew, Chief Design Officer of the Design Council said:

“Everything that isn’t made by nature has been designed. That means design holds immense power, not only in how it has shaped the crises we face, but in how it can help solve them.”

Our vision is that ‘green design’ becomes so interwoven into design practice that it simply becomes part of what we mean by ‘good design’. The Skills for Planet Blueprint sets out a much-needed shared language for the sector by providing the core green design skills that all practicing designers need to design for planet.”

Lord Jo Johnson of Marylebone, PC said:

“Design is one of Britain’s great strengths and our designers will be pivotal to addressing the climate crisis. However, with D&T GCSE entries falling by 68% over the last decade and only half of UK designers believing their education has equipped them to design for planet, there is an urgent need to reform design education to ensure this.”

I fully support Design Council’s mission to upskill one million designers in green skills by 2030 and welcome the Skills for Planet Blueprint as the foundation for interventions across education, industry and policy.”

Victoria Broackes, Director of London Design Biennale said:

“Design has always been a powerful connector across borders, cultures, and disciplines, and today, the role of green design is more critical than ever. The Design Council’s Skills for Planet Blueprint, launching at this year’s London Design Biennale, reflects a growing global consensus that the future of design must be regenerative, inclusive, and deeply action-oriented to meet the needs of both people and planet. As international exhibitors gather at Somerset House to share bold ideas, we are proud to host the Design Council’s visionary exhibit. This inspiring exhibit will offer a practical and ambitious framework to upskill a generation of designers with the green skills needed to drive the transition to a more sustainable future.”

Elizabeth Newall, Head of Design at Creative Concern said:

“We have packed meaning into the Skills for Planet identity. The logo reflects collective action and urgency. The gap at ‘one minute to midnight’ signals how little time we have to act. The accompanying graphics highlight key skill areas

for designers, signifying the adaptability needed to meet global challenges. All the assets are designed with a bold, campaigning feel, encouraging the design community to be part of a movement, make the change – be 'one of the million'. Guidance around file size and materials are also key to ensuring we reflect the brand values and minimise the impact of design and production."

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Notes to Editor:

For further information, imagery and interview requests, please contact: press@designcouncil.org.uk

SKILLS FOR PLANET BLUEPRINT

IMAGE LINK

About Skills for Planet

Skills for Planet is the Design Council's flagship initiative to equip the UK's 1.97 million-strong design workforce with the green design skills needed to shape a regenerative future. At the heart of the mission is a bold goal: to upskill one million designers in green design skills by 2030. Backed by evidence from the Design Council's Green Design Skills Gap Report (2024), which found that while 71% of designers see rising demand for green skills, only 43% feel prepared, the mission calls for systemic change in design education, practice, and policy. In collaboration with leaders from industry and education, Skills for Planet aims to embed green design skills into mainstream design practice, so that green design becomes an integral part of what it means to design well.

Find out more [here](#).

About Design Council

The Design Council is the UK's national champion for design, championing design and its ability to make life better for all. It is an independent and not for profit organisation incorporated by Royal Charter. The Design Council uniquely works across all design sectors and delivers programmes with business, government, public bodies and the third sector. Their work encompasses thought leadership, tools and resources, showcasing excellence, and research to evidence the value of design and influence policy. Their Design for Planet mission was introduced in 2021 to galvanise and support the 1.97 million people who work in the UK's design economy to help achieve net zero and beyond. In September 2025 the Design Council will host the prestigious World Design Congress as a catalytic moment in driving the sector towards designing for planet.

designcouncil.org.uk

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About World Design Congress

The prestigious World Design Congress is coming to London for the first time in over 50 years. The 34th edition will be hosted by the Design Council at the Barbican Centre for 1,000 in-person delegates and global online attendees. The World Design Organization's two-day event takes place every two years, gathering together the international design community and thought leaders from business, research and education to discuss and debate design issues of global importance. The theme for 2025 will be Design for Planet. The effects of climate change are more evident than ever and design has a crucial role play to help reduce carbon emissions and increase biodiversity. This is a moment to convene and accelerate design's power in building a regenerative future for all.

Find out more [here](#).

About Creative Concern

At the heart of Creative Concern is the belief that communications have the power to change the world. With almost 25 years' experience, the agency's work has spanned sustainability, environment, charity, culture and social issues.

For them, it's just not about design looking good, it's about the power it has to change hearts and minds. Through design and communications, we can share stories, change behaviour and inspire positive collective action.

[Find out more.](#)

Watch their talk for the Design for Planet Festival 2024 on How to design for green behaviour [here](#).

About London Design Biennale

Established in 2016 by Sir John Sorrell CBE and Ben Evans CBE, London Design Biennale promotes international collaboration and the global role of design. Since its inception the Biennales welcomes the world's most exciting and ambitious designers, innovators and cultural bodies to the capital.

The fifth edition of London Design Biennale will take place from 5-29 June 2025, artistically directed by Dr. Samuel Ross MBE— British designer and artist who is the founder of A-COLD-WALL* and SR_A SR_A, as well as the Black British Artists Grants Programme. Taking over the entirety of Somerset House, from the Edmond J. Safra Fountain Courtyard to the Embankment Galleries, participants from across the globe are invited to imagine and enact new forms of international cooperation and participation, through the medium of design.

London Design Biennale's International Advisory Committee and Jury includes: Paola Antonelli, Rashid and Ahmed bin Shabib, Victoria Broackes, Ben Evans CBE, Dylan Jones OBE, Suhair Khan, Prof. Jeremy Myerson, Charlene Prempeh, Tosin Oshinowo, Jonathan Reekie CBE, Dr Christopher Turner and Ana Yang.

<https://www.londondesignbiennale.com/>