



Training programme for Ghanaian designers

Developing a training and attachment programme for designers in Ghana

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The Dutch Enterprise Agency (RVO) contracted Butterfly Works to design and execute a programme that will boost the Ghanaian Design Community by supporting designers with skills to convince businesses of the value of design, and by supporting design educators to update their curricula.

The Challenge

Promoting visibility and recognition of the Ghanaian design community

While the design community is growing in Ghana, it is not yet seen as an income-generating profession due to lack of visibility. Butterfly Works was approached by RVO to identify the gaps in the ecosystem, the specific needs of the community and the market and offer co-created solutions in order to facilitate cross-cultural exchange between designers, boost their skills and profile and convince companies that hiring a designer is a good investment and will generate more income.

Our Method

Design research sessions and stakeholder meetings in which local designers are implicated in the process

We conducted design research into the needs of designers which resulted into an insights report. Furthermore, desk research was carried out to analyse the design education curricula in Ghana. Due to the Covid-19 crisis, we decided to do online co-creation sessions to co-create a training programme with Ghanaian designers. These co-creation sessions were also an extension of the research phase as we used them to dive deeper into the needs of designers. Based on the insights, a campaign was set up and an online training for designers and businesses was finalised.

The Result

Campaign, training and attachment programme for Ghanaian designers

Based on insights gathered from the design research phase, we revised the curricula of design education institutes in Ghana in collaboration with design lecturers to better suit the needs of the Ghanaian design community. We launched an online campaign advocating the value of design prior to offering a tailor-made training programme including topics such as sustainable design, circular economy and future-proof design. The training phase was composed of a series of webinars based on the needs assessment focusing on themes of intellectual property rights, circular economy and ecodesign, pitching, storytelling and branding. A masterclass and a pitch event was held as part of the closing.

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About	Entrepreneurship, Creative Industry
Location	Ghana, the Netherlands
Partners	RVO, Dr. Monk, Ghana Design Network, GNBCC
Period	2020-2021
Services	Creative research, Curriculum development
Outcomes	Campaign, Programme design, Learning materials, Curriculum design

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