

Sustainable Innovation 2025
Sustainable Innovation in Products, Services and Business Models
Past, Present and
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**Professor Anastasios Maragiannis, Pro Vice-Chancellor Creative Education,
PhD, PFHEA, FRSA, Professor of Inclusive Design, University for the Creative Arts, UK**

Professor Maragiannis is leading the strategic direction and delivery of creative education across the university, fostering an inclusive and innovative learning environment. The role encompasses advancing research excellence, knowledge exchange, and enterprise initiatives, aligning with KEF, REF, and TEF priorities.

Most recently, he served as Associate Head of the College of Design, Creative, and Digital Industries at the University of Westminster, where he played a pivotal role in driving strategic initiatives, fostering international collaborations, and enhancing the employability of students through an industry-focused curriculum. Prior to this, he was Head of the School of Design and Professor of Inclusive Design at Greenwich University, where he transformed academic curricula with a focus on inclusivity and sustainability. Professor Maragiannis developed national, international, and transnational education (TNE) partnerships, collaborating with organizations across Europe, North Africa, South/East Asia, and the USA.

An advocate for interdisciplinary research and pedagogic practice, Professor Maragiannis has spearheaded initiatives in areas such as knowledge exchange sustainability and innovation. As one of five facilitators of the global research project "Design in Space for Life on Earth," organized by the World Design Organization (WDO®) and the International Space Station (ISS) U.S. National Laboratory, he led a team of experts to develop co-design solutions aligned with the UN's Sustainable Development Goals (SDGs). He also served as Principal Investigator for the EU-funded NWE INTERREG project, securing €4.2M to support youth entrepreneurship and innovation.

His research outputs have been showcased in prominent venues such as the V&A Museum (London), the Serafio Cultural Centre (Athens), the London Design Festival, and the Exhibition Centre (Hanoi). His REF21 submission featured the impactful case study "Diversity and Inclusivity by Design," which transformed co-design methods to influence diversity policies for humanitarian and cultural organizations, while supporting vulnerable communities across Europe and Africa.

Professor Maragiannis is actively engaged in shaping the future of design education and practice. He is a member

of the Design Council's Steering Group for the World Design Congress 2025, contributing to global conversations on the role of design in addressing societal challenges.

In addition to his leadership roles, he has held visiting professorships at institutions including Polytechnico di Milano (Italy), the University of Advancing Technology (USA), and the World University of Design (India). His work has been recognized with prestigious awards, including from Interreg NWE and UNESCO-affiliated organizations. He is a Fellow of the Royal Society of Arts (FRSA), a Principal Fellow of the Higher Education Academy (PFHEA), and Deputy Chair of Digital Research in the Humanities and Arts (DRHA).

Professor Maragiannis is the author of the forthcoming book "Design in Action: Reflections on Social and Inclusive Practices" (INTELLECT, 2025), exploring the intersection of social impact and design innovation.

Research statement

Professor Anastasios Maragiannis's research focuses on diversity, inclusivity, and neurodiversity. His work aims to develop inclusive design practices that actively engage participants throughout the design process. He is currently available for PhD supervision in the areas of design methods, Participatory co-design, inclusive design, neurodiversity, visual communication, sustainability and architecture.