

**Sustainable Innovation 2025**  
***Sustainable Innovation in Products, Services and Business Models***  
***Past, Present and***  
**25th International Conference**  
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**Rachel Bronstein, Senior Skills Manager,  
Design Council, UK**

Rachel is a Senior Skills Manager at the Design Council, currently leading the delivery of the organisation's Skills for Planet mission, which aims to upskill 1 million designers with critical green skills by 2030. She architected the Skills for Planet Blueprint, convening over 100 design leaders across education, industry and government to craft a shared, cross-disciplinary set of green design skills, so that design can fulfil its potential as a key enabler of the green transition.

Having worked across the private, public and third sector, Rachel brings her multidisciplinary background to programmes at the Design Council. As a consultant, her work ranged from designing post-Brexit services with the Department for International Trade, to re-defining Henley Business School's Executive Education experience and transforming AVON's customer experience.

Alongside work Rachel has held several voluntary roles, including as co-founder and director of a women's network called Beyond Her, as marketing lead at a charity for young refugees and as a programme coordinator at a local care-home. Desiring a full-time career in social impact, in 2021 Rachel left consulting and completed a year-long social leadership programme called On Purpose, which gave her the opportunity to transfer her skills to purpose-led organisations.

Design has always been a thread throughout her work, but the focus has shifted from user-centred to systems-oriented designing. At the Design Council, this means zooming out to see the bigger picture, convening across the system, considering alternative perspectives and digging into the root causes of challenges rather than the surface-level symptoms. She is excited to apply this approach to taking the Skills for Planet Blueprint from theory into action.