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What Design Can Do Accelerator 2025: Shaping a Circular Future

Applications are now open for the What Design Can Do Accelerator 2025. Designers and creative entrepreneurs worldwide are invited to submit climate solutions that challenge the status quo and promote a circular future. Participants will benefit from training, mentorship, and visibility through WDCD's accelerator programme.

Deadline to Apply: March 31, 2025, 11:00 CET

Organiser: [What Design Can Do](#)

Who It's For: Designers and creative entrepreneurs working on climate and circular solutions in any industry

Apply [here](#).

About the Accelerator

The WDCD Accelerator is a platform designed to empower design-driven innovators creating impactful climate solutions. The programme begins with a Sprint Week in Amsterdam and

continues with a six-week online mentorship programme. Selected participants receive tailored support to refine their projects, enhance scalability, and gain global recognition.

Participants will work on projects in diverse industries, including:

- Fashion, food, and packaging
- Consumer goods and urban design
- Media, education, and digital technologies
- Collaborative and interdisciplinary innovations

WDCD Accelerator welcomes both new ideas and established solutions. Applicants may be individuals, startups, non-profits, or businesses.



The programme aims to support solutions in different stages:

Idea Stage: Early concepts with vision but minimal development

Early Stage: Projects with a core team and proof of concept

Mature Stage: Existing enterprises seeking sustainable growth

Eligibility & Selection Criteria

Applications will be assessed on four key criteria:

1) Impact

- Demonstrates positive social, environmental, or cultural change.
- Offers measurable contributions to reducing emissions, waste, or fostering sustainability.

2) Design & Creativity

- Utilises design as a tool for systemic change and circular innovation.
- Features compelling storytelling and fresh ideas.

3) Feasibility & Scalability

- Technically sound, economically viable, and adaptable to broader contexts.

- Includes a long-term vision for real-world impact.

4) Team & Network

- Strong, diverse team with relevant expertise.
- Demonstrates effective collaboration and community-building efforts.

A minimum of 8 winning teams will be selected to participate in the accelerator.

For more information about the open call please visit [WDCD's official website.](#)

About What Design Can Do

[What Design Can Do](#) (WDCD) is an international organisation that seeks to accelerate the transition to a sustainable, fair and just society using the power of design. Based in Amsterdam, with hubs in São Paulo, Mexico City, Delhi, Nairobi and Tokyo, WDCD started in 2011 and is initiated, curated and organised by creatives. Organisation's vision is a world that is sustainable, inclusive, just and safe, and we believe in the problem-solving power of design to get us there. Their mission is to empower the global creative community to make a valuable contribution to solving the major problems of our time.

Image credits: [What Design Can Do](#)

