Innovating collaboration with public sector. Innovation of pedagogy within a social design program through a workshop for a public institution responsible for well-being of vulnerable populations.

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At the L’Ecole de Design de Nantes, collaboration with companies belonging to the industry and services sectors, such as French major agro-food business, real estate and construction, communication and media has been at the core of the development of school for the past 30 years (Leboeuf, 2015). It has been through collaboration with local public bodies, such as municipalities and districts council, that further advancement were made into training students in design of public services. As structural changes, such as demographic tendencies, economic restructuring and digitalization growth, are not only affecting private sector but also the strong public sector in France, there is a growing need to train students and to adapt the pedagogy into servicing public institutions at the national and local level. This paper aims at explaining this shift and its impacts in the way students are trained and how social design is more and more incorporated into French public sector. This will be done
through the analysis of the first workshop of students in Master with a central institution, in charge of the well-being of most vulnerable population at the scale of French national territory. This paper will follow a practiced-based research relying on a qualitative methodology with semi-direct questionnaires to the public partner representatives, to the beneficiaries of social aid after the workshop and also to the students. This innovative pedagogy aims at preparing students for structural changes, introducing them to new scopes of work, and have an impact at the national level, with a strong ethical concern. This case study is part of a long series looking at ageing population and access to health care cases studies within a 3 years research program aiming at investigating the role of design and designers in innovative public design, given the structural changes that France is facing.

• Author(s) Biography (200 words each):

After two M. Phil in Urban and regional planning and in Development studies, Clémence Montagne defended a PhD dissertation in Sorbonne University on “Urban planning and urban development in Abu Dhabi and Dubai, with a focus on stakeholders, mobilities and policies” with cum laude. The UAE, being a young and modern country and regarded as a particular urban laboratory for researchers and professionals, are the perfect environment to study and test modern urban solutions for the cities of the future. Today, as Director of the Care Design Lab of the L’Ecole de Design de Nantes, she focuses on the valorization of final productions of Master students. In the Design Lab, students are taught a specific social design methodology to address, as designers, the full spectrum of Care, well-being and Health current issues. We focus on innovation for well being of citizens, quality of life and health. Within her scope falls the valorization of the innovation of pedagogy developed within the Care design lab to adapt to institutional partners association.