

### 1. Qualification title (In the original language)

Expert en stratégie d'innovation durable par le design (MS)

### 2. Translated qualification title (If applicable. This translation has no legal status.)

Expert in sustainable innovation strategy through design (MS)

### 3. Profile of acquired competencies

Carry out ongoing, anticipatory technical and scientific monitoring of the innovative players in its sector, as well as societal, environmental, technological, economic, inclusive and philosophical developments, by setting up monitoring and research tools and observation systems using design and human science methodologies, in order to identify emerging issues in organisations, trends and weak signals and to identify opportunities for sustainable and inclusive innovation.

Mapping innovation ecosystems and identifying the levers of competitiveness through design with a view to positioning the approach by identifying possible, available or suitable support.

Identify the specific needs for inclusion within the organisation and among the public concerned by its activity, in order to take them into account when implementing a responsible innovation approach through design.

Take stock of existing approaches within the organisation to issues of societal and environmental sustainability, working with the relevant departments and internal or external contacts, in order to take account of transitional needs when establishing a strategy for innovation through design.

Identify the activities, skills and applications of the design professions in order to implement their expertise appropriately in the development of an innovation through design approach, by putting in place tools, methods or skills, within a project, a group or an organisation.

Identify the human, material, temporal, economic and organisational resources needed to implement an innovation by design strategy and produce appropriate recommendations in terms of organisation and roadmap.

Assess the level of maturity of the organisation in terms of its receptiveness to the culture of innovation and to design, in particular by identifying the success factors and the obstacles to the introduction of a sustainable innovation through design approach, incorporating issues of inclusiveness, with a view to devising a graduated implementation strategy tailored to the context.

Make a prospective diagnosis, analysing and cross-referencing the data collected, formulating recommendations adapted to the resources of the project and to the objectives of inclusion and sustainability, embracing complexity, with a view to producing a decision-making tool on the "how" and "why" to implement a sustainable and inclusive innovation or transformation approach through design, on the scale of a project, an organisation or a public policy.

Collecting data with a view to identifying opportunities for sustainable innovation and feeding the generation of concepts, in particular by calling on the human sciences applied to the design approach, the tools and methods of design for analysing environmental and societal contexts, and by involving various stakeholders representing diversity.

Conduct strategic reflection to reformulate a problem by questioning the objectives and uses of products or services or organisational processes, in a multi-disciplinary group, using an approach, skills and tools derived from design for sustainable innovation, to define the field of issues with an impact for the organisation, with a view to including the public and respecting environmental and social issues.

Imagining and proposing modes of governance and organisation for the deployment of a strategy of sustainable innovation through design, in a collective and inclusive work process, with a view to ensuring the simultaneous management, in a collective and inclusive framework, of several projects simultaneously, presenting different ambitions and timeframes, varying levels of innovation maturity and carrying distinct concepts.

Formalise collectively the strategy for the future development of sustainable innovation through design, drawing on the concepts defined during the collective and iterative process, setting out the inclusive and responsible objectives, the associated challenges and identifying the conditions for optimum implementation, with a view to presenting it to the senior management of his/her organisation or a client organisation.

Defining upstream, as part of a multi-disciplinary team, progress indicators for the project (timetable and degree of implementation), taking account of inclusion and transition needs, with a view to validating stages, keeping teams motivated in their implementation of a sustainable innovation approach through design, and securing its development over time.

Collectively produce a roadmap that plans and organises a series of operations aimed at implementing the sustainable innovation or transformation by design approach on the scale of a project or organisation, or of a public policy, taking into account the data, analyses, resources and strategic thinking produced, providing for the articulation of skills (designers, engineers, marketers, experts and stakeholders, etc.) and ensuring that it is part of a spirit of inclusiveness.

Identify and articulate the various design skills, methods and tools needed to generate concepts, solutions and forms, or scenarios of use, and to implement them with the group as part of a sustainable and inclusive innovation approach.

Carrying out collective creative thinking with one or more teams and the users/customers involved, taking care to ensure inclusive representativeness, by setting up collaborative contribution mechanisms, using design methods and tools, to determine avenues for exploring new uses for products or services, processes or organisational systems or processes.

Collectively generate scenarios of use, forms, alternatives, designs, meanings and new and original concepts through projection and anticipation, by bringing together multi-disciplinary skills and mobilising tools for exploration, value proposition and concept generation derived from design, with a view to bringing out a shared vision of hypotheses for sustainable innovation or transformation, taking into account the objective of ecological and inclusive sustainability.

Formalise the concept and the value proposition, integrating ecological and inclusive sustainability, by means of one or more models or prototypes of the solutions devised, coordinating a team responsible for applying modelling and prototyping techniques to materialise and visualise the various solutions, make technological and usage choices and make any necessary adjustments.

Conduct the project in iterative mode, a work process specific to design, in a multi-disciplinary group, proceeding by trial and error, to implement successive improvements and positioning with regard to the results of the simulation, in problem-solving mode, and taking care to preserve inclusive and responsible solutions.

Designing systems and protocols for testing the use of the product, service, process, system or organisational process generated, using prototype supports and/or scenarios of use with users, stakeholders, prescribers or users, coordinating the mobilisation by the creative team of test techniques in simulated or real conditions, ensuring that these protocols are inclusive, in order to validate collectively the outlines and development processes and feed the iterative process.

Collectively evaluating the results of the tests, and their protocol, in order to measure the relevance of the proposed solution(s) with regard to the objectives of innovation, problem solving, inclusiveness and transition.

Monitor the technical implementation of the production of the sustainable innovation or transformation, following the process in agile project mode, deployed by a team placed under his/her responsibility and according to the established roadmap, adapting this to the needs and changes of the project, in order to control as closely as possible the conformity of the realisation with the intentions of the project, and taking care to preserve its dimensions of sustainability and inclusiveness.

Articulating the skills and human resources mobilised around the sustainable innovation or design-led transformation project, by acting as an interface between the various internal and external stakeholders, by bringing together the partnership communities around the project through a network management system and by creating new alliances and ecosystems to create collaborative synergies that strengthen the sustainability of the projects and the cohesion of the teams.

Collectively managing the roadmap for the sustainable innovation or design-led transformation project with the key stakeholders in his /her organisation involved in the project (or in the client's organisation), by leading the inclusive and responsible consultation and decision-making support systems put in place in order to steer its implementation and adaptation to changes in the project over time and according to changing conditions, in agile mode.

Coordinating the construction of a methodology for the deployment of sustainable innovation or change in agile project mode by a creative and managerial team with a view to implementing the approach in a sustainable and inclusive way, while taking account of the needs of the organisation and the sustainable innovation (or transformation) by design project.

Steering collective choices in terms of format, resources and timing, adapted to the development of the project and the organisation, taking into account questions of sustainability and inclusiveness, with a view to developing the involvement of all the teams and stakeholders.

Putting together one or more dedicated project teams, particularly creative teams, with a view to conducting sessions to generate ideas and collective forms and implementing the sustainable innovation or design-led transformation project(s), taking care to diversify skills and profiles and to involve different players and stakeholders in a systemic and inclusive approach.

Setting up and leading collaborative project arrangements for one or more multidisciplinary teams, on one or more sustainable innovation through design projects, adapted to potentially different ambitions, scales and timescales, with a view to encouraging collective intelligence, consultation and taking account of the needs or opinions of the various publics, with a view to inclusiveness and sustainability.

Organising and leading collective summary sessions on the evaluation of the results of prototype tests and collectively putting in place corrective actions for the continuation of the project and the development of the product, service, space or organisational system as part of an approach to sustainable innovation or transformation through design and with respect for the needs of transition and inclusiveness.

Set up collective evaluation systems to measure the results of prototype tests with the creative teams and contribute collectively, responsibly and inclusively to the development of shared solutions and visions.

Defining, as part of a multi-disciplinary team, the environmental, social and economic performance indicators for the approach or project implemented, on the basis of the objectives set and at different stages, taking into account the needs of inclusion and transition, with a view to steering the development of the project or approach or strategy, in an iterative and continuous improvement process, and with a view to enhancing the value of the results.

Putting the results of a sustainable innovation or design-led transformation project into perspective on the basis of project monitoring data and collective summaries, by drawing up reports presenting the progress or achievements made, in order to refer back to his/her organisation or client and help them to perpetuate the approach by making strategic and operational choices with impact.

Promote the added value of design as a strategic lever for transformation and the creation of value, innovation and competitiveness, taking into account issues of inclusiveness and sustainability, to his/her organisation or a client organisation, at various levels and in various areas of activity within the organisation, with a view to its integration into their strategies and/or projects.

Promote the results of a sustainable innovation or transformation project and the results of its impact, by demonstrating the impacts and changes achieved, highlighting the added value of the approach, and mobilising communication tools and vectors tailored to each target, in order to convince decision-makers of the viability of the approach and ensure its continuity within the organisation.

#### 4. Range of occupations accessible to the holder of the qualification (If applicable)

##### Sectors of activity :

Experts in sustainable innovation strategy through design work in all types of organisation, whether public or private. They work as part of a design or innovation team or in any department where sustainable innovation or responsible transformation through design are at stake.

##### Types of attainable jobs :

Coordinator/Manager of sustainable innovation projects/sustainable innovation through design/transformation centre  
 Innovative programming/ innovation project manager  
 FabLab Manager , Lab innovation manager, Open innovation manager  
 Sustainable innovation strategy consultant or advisor

##### Legal references for business regulations :

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#### 5. Legal basis of the qualification

##### Body awarding the certificate

##### Certifying legal name

ECOLE NAT SUPER CREATION INDUSTRIELLE

##### Grading scale / Pass requirements

##### Assessment procedures

Workplace situations are used to assess the blocks of skills in the context of an industrial or public policy project, with a real or prospective subject.

The expected deliverables are: a diagnosis, a roadmap, summary notes, models, visual presentations and their oral defence, in groups or individually.

Completion of a professional assignment (work placement, independent assignment, in-company assignment or sandwich course) in a company, association or public sector, assessed by the certifier on the basis of the assignment report.

A professional dissertation on the research or professional issues of the Expert in innovation strategy through design (MS) in an identified and problematised professional or political context.

##### Description of the procedures for acquiring certification by capitalisation of blocks of skills and/or by equivalence

Qualification is awarded to candidates who satisfy all of the following conditions:

Completion of the 4 blocks of skills that make up the Qualification,

Completion of a 4 to 6 month professional assignment and validation of the assignment report.

Have produced and presented a professional thesis, a global and cross-disciplinary approach, based on a period of work experience in a company lasting at least 4 months full-time equivalent.

##### Qualification level

National level (Décret n°2019-14 du 8 janvier 2019 relatif au cadre national des certifications professionnelles) : Level 7

European Qualifications Framework (EQF) level : Level 7

##### Authority providing accreditation / recognition of the qualification

France compétences

6 rue du Général Audran 92400 Courbevoie

##### Access to the next level of education / training

##### International agreements on recognition of qualifications

##### Legal basis

Date of registration decision : 18/07/2025

Registration period : 5

Registration expiry date : 18/07/2030

## 6. Officially recognised ways of acquiring the qualification

After a course of initial education or training as a pupil or student	No
Apprenticeship	Yes
After a course of continuing education or training	Yes
Professional work-based training	Yes
By individual application	No
Recognition of prior learning	Yes

## 7. Additional information

### Entry requirements (if applicable)

Applications are accepted from holders of one of the following diplomas:

Engineering degree conferring the grade of Master (courses assessed by the Commission des titres d'ingénieur, list published in the Journal officiel);

Diploma from a private or consular management school conferring the grade of Master (courses assessed by the CEFDG, list published in the official bulletin of the MESR) Postgraduate diploma accredited by the university authorities (Diplôme national de master, Architecture State diploma, DESS, etc.) or professional diploma at Baccalaureate certificate awarded at the end of secondary school + 5 level;

Diploma or certificate of validation of an equivalent M1 level for candidates with at least three years' professional experience related to the course concerned.

Titre inscrit au Répertoire national des certifications professionnelles (RNCP) niveau 7 ; Diplôme étranger équivalent aux diplômes français exigés ci-dessus.

Exceptional access conditions

Up to a maximum of 40% of the students enrolled in the Specialised Master's course concerned may apply, following a Validation of Personal and Professional Experience (VAPP) procedure, to candidates with at least 5 years' professional experience whose activities are clearly related to the professional skills covered by the course.

For a maximum of 30% of the number of students taking the Specialised Masters course concerned, applications are accepted from holders of one of the following diplomas:

Diploma or certificate of validation of an equivalent M1 level without professional experience or with less than three years' professional experience related to the course concerned.

Diplôme de licence (L3) or grade de Licence or titre inscrit au RNCP niveau 6 justifiant d'une expérience professionnelle de 3 ans minimum, en lien avec la formation visée.

More information (including a description of the national qualifications system)

<https://www.francecompetences.fr>

Centre national Europass

<https://agence.erasmusplus.fr/programme-erasmus/outils/europass>