

Master of Science

strategy

& design

for the

anthropocene

Organization facing a
big challenge





OBJECTIVES

Training professionals from different fields mainly associated with design and strategic management; developing means of action to transform organisations; adopting a prospective approach and taking into account ecological disruptions in the Anthropocene Era. This programme responds to a strong societal demand from organisations, as well as the academic world, from both students and scholars alike.



VALUE PROPOSITION

- Addressing the Anthropocene through the prism of design, integrating the strategy of the humanities and the strategy of organisations.
- In-depth reframing of issues historically associated with sustainable development and corporate social responsibility.
- Taking into account the contributions of environmental, climate, and engineering sciences, especially for decision-making and organisational transformation.



TARGETED SKILLS & COMPETENCIES

MSc students will acquire new technical and operational skills to initiate transition policies within organisations that wish to implement change by making proactive, rapid and effective ecological redirections. They will also be trained in the processes, methods and techniques that will enable them to design desirable futures within ecological, climatic, legal, social and political constraints. They will learn how to set up new forms of investigation to address unusual critical situations: accelerated changes in an ecosystem, collapse of a resource or living environment, situations of scarcity, humanitarian and social crisis, strategic crisis, forward-looking strategies, etc.





they

support

us





THEIR ENGAGEMENT

“ Tomorrow’s managers, engineers and designers will have to be able to play a transformative role, proposing methods and engineering skills to «redirect», as you propose, the technological organizations and innovation projects, making them compatible with the ecological transition, or even radically reinventing them. We believe that the players in our ecosystem - and ourselves - may be interested in hosting your future students on a work-study (internship or apprenticeship) basis. ”

Jacques-François Marchandise
General Delegate of the Fondation Internet Nouvelle Génération

“ I am convinced that the profile of the graduates of this Master of Science will be coveted on the job market, and in many sectors, and that your training will be pioneering and is destined to show the way that others will inevitably follow. ”

Matthieu Auzanneau
Director, The Shift Project (the transition carbon think tank)



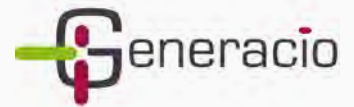


UNITED NATIONS

The Innovation Cell of the Department of Political and Peacebuilding Affairs expresses its interest in the initiative led by ESC Clermont Business School and Strate Ecole de Design to create an interdisciplinary Master of Science Programme, called "Strategy and Design for the Anthropocene".

The Cell is currently leading an effort to launch and coordinate a network of labs to help experiment and kick-start new approaches to its work. In this context, the Cell looks forward to further discussing how to best collaborate with the "Anthropocene by Design" MSc Programme.

Daanish Masood
Policy and Mediation Division | Innovation Cell
Department of Political and Peacebuilding Affairs
(DPPA), United Nations



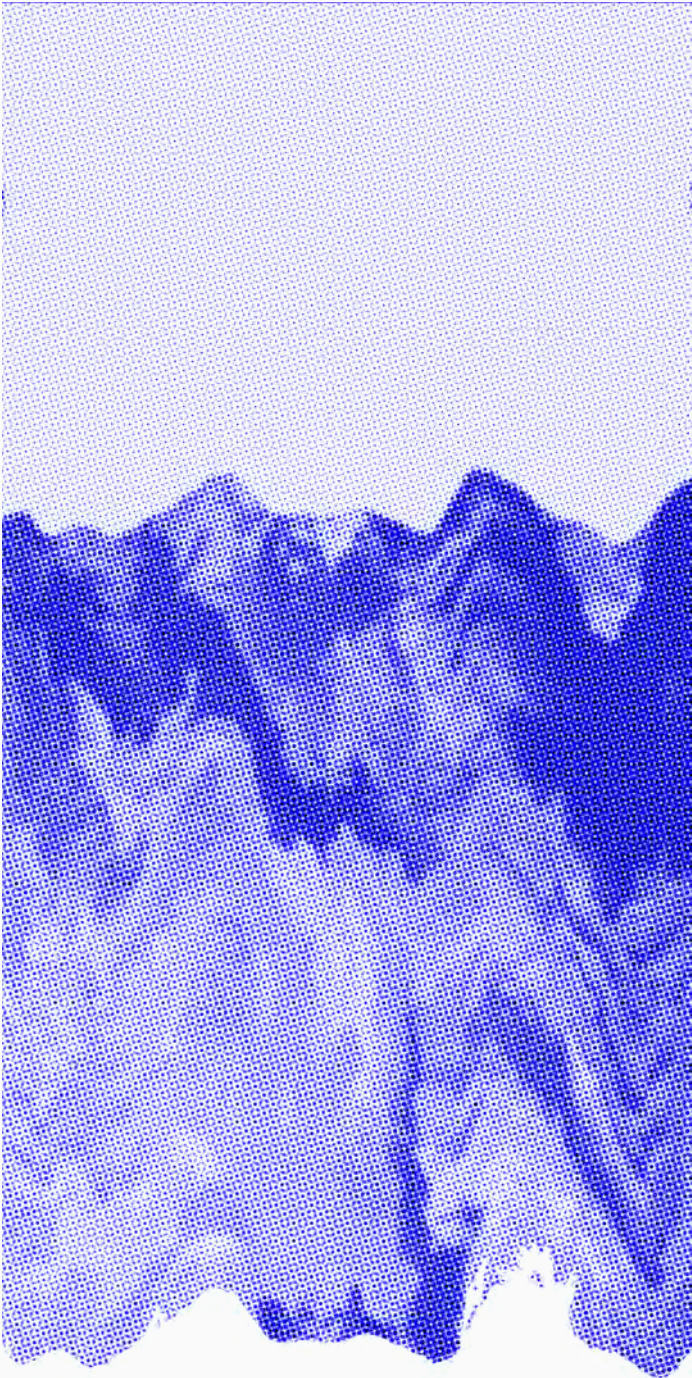
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Today's reference to sustainable development as a response to environmental « crisis » no longer allows us to grasp the deep transformations witnessed by the Earth's entry into a new geological and climatic epoch: **the Anthropocene**. This term refers to a new geological period dating back to the Industrial Revolution marked by the impact of human activities.

Well beyond the design of a new product, a new service, or a new business model, **design today needs to tackle the issue of a strategic anticipation that is impacting all socio-economic activities**. It is precisely to address this imperative and the growing demand from students who are increasingly concerned about these challenges that ESC Clermont Business School and Strate Ecole de Design are offering this new programme which **is the first of its kind in the world**.



MSc MASTER OF SCIENCE

CARRER OPPORTUNITIES

- Ecological transition design manager
- CSR manager
- Ecological transition consultant
- Territorial development manager
- Prospective manager
- Sustainable development manager



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two schools





strate

ECOLE DE DESIGN

STRATE, SCHOOL OF DESIGN

Born 26 years ago as an industrial design school, Strate is now a post-industrial design school which motto is **Making the world + simple + fair + beautiful.**

Our definition of design is this :

More than a profession, more than a discipline, design is a transformation force field, embodied by demanding professionals, readers and thinkers of complexity, and contributing to the creation of sustainable and successful human experiences, providing beauty in people's lives.

For us, a designer is an activist working, at every scale, to create a better living together.

We think it, we teach it, we do it.



Strate school of design is recognized by the French government and delivers a designer degree certified by the French government.

Strate is a member of the Institut Carnot Télécom & Société numérique and is certified for the great quality of its research partnerships.



Strate is a member of the Union des Grandes Écoles Indépendantes.

Strate is a member of the World Design Organization as well as Cumulus.



ESC CLERMONT BUSINESS SCHOOL

Established in 1919, the school of management is a Grande Ecole that is recognized by The French Ministry of Higher Education and Research. The business school holds AACSB accreditation since 2005 and its Bachelor programme received the EPAS accreditation in 2018. It offers undergraduate and postgraduate programmes.

The school is a Grand école and is also part of Conférence des Grandes écoles, the Consortium of Graduate Schools of Management.



Alexandre MONNIN
Head of Programme



All our MSc. programmes are CGE accredited (Consortium of Graduate Schools of Management which is a network of the 38 business schools in France offering quality education).



Only 5% of the world's business schools are AACSB- accredited.



Emmanuel Bonnet
Deputy Programme Director



Diego Landivar
Deputy Programme Director





programme

content



PROGRAMME

SEMESTER 1	
Learning Expedition : Inquiring Critical Zones	
General introduction	6h
Learning Expeditions and Inquiry	
Critical Zones and Earth-System. Micro & Macro Levels: New Inquiry Methods and Protocols	
Introduction to Inquiry	32h
Investigating Territories in Critical Ecological Zones	8h
New Inquiry Protocols	11h
Archiving and Documenting Inquiries Workshop	6h
Critical Zones and Earth-System. Macro Level: Diagnosis and Modelling	
Reports & Narrative of The Anthropocene	27h
Introduction to Complex Systems Modelling	27h
Scales of the Anthropocene: Territories, Milieux, Controversies	6h

SEMESTER 2	
Strategical Foundations for the Anthropocene: Technics, Institutions and Organizations	
A Deep History of the Anthropocene	18h
Anthropology of Nature	6h
Towards and Beyond the Organizational World: a Historical Perspective	15h
An Analysis of Institutions and Economics	9h
Strategy	21h
Organizations in the Anthropocene	12h
Innovation in the Anthropocene	27h
Technics in the Anthropocene	42h
Complex Systems and Environment: a Case Study	13h
Learning How To Do Things (Micro Level): Community-Engaged Design	
Rural Community-Engaged Learning Expedition	
Institutions, Corporations, Territories, Risk, Vision and Scenario Mapping	24h
Designing	42h
New Arts & Crafts and Local Productive Models – Workshops	24h
Biotic and Human/Non-Human Communities Design 24+ Workshop	6h
Designing Engaged Design	15h
Esthetics and Experience	12h
Designing Organizations for The Anthropocene	
Designing and Engineering at the Meso Level	20h
Environmental Accounting, New Metrics and Territorial Metabolism	27h
Industrial Organizations and Arbitration Protocols	6h
Redesigning Business Models and Ecological Redirection	9h
Design of the Commons and Public Policy	15h
Designing “Entreprises à Mission”	15h
Designing Law	12h
Designing Negative Commons	12h

SEMESTER 3	
Professional Mission & Thesis	
Master's Thesis	
Oral Defense	
Company Assessment	
Career Path and Internship	
Documenting Workshops	
Tools for Professionalization	
Designing Jobs and Business-Models	





ACADEMIC TEACHERS

Alexandre MONNIN *PhD, académique*

Enseignant-chercheur en stratégie numérique, Directeur scientifique d'Origens Media Lab et Président de l'association Adrastia. Docteur en philosophie de l'Université Paris 1 Panthéon-Sorbonne. Co-fondateur et directeur du programme Strategy & Design for the Anthropocene

Diego Landivar *PhD, académique*

Enseignant chercheur en économie et sciences humaines et directeur d'Origens Media Lab, laboratoires de recherches en SHS sur l'anthropocène. Co-responsable du Master of Science Strategy and Design for the Anthropocene

Emmanuel Bonnet *PhD, académique*

Enseignant-chercheur, membre du CLeMa et d'Origens Media Lab. Co-fondateur du Master of Science Strategy and Design for the Anthropocene

Yves-Marie Abraham *PhD, académique*

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Ulises Navarro Aguiar *PhD, académique*

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Docteur en sociologie, spécialiste de l'innovation, Maître de conférences en sociologie à l'Université Côte d'Azur

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Docteur en informatique, spécialiste des systèmes complexes et des modèles d'effondrement, Maître de conférences en informatique à l'Université Claude Bernard Lyon 1

José Halloy *PhD, académique*

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Docteur en sociologie, ancien directeur du Centre de Sociologie de l'Innovation, spécialiste du pragmatisme, auteur d'un livre sur le design, Professeur émérite à Mines ParisTech (Ecole des Mines de Paris),

Guillaume Mandil *PhD, académique*

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Docteur en Interaction Homme-Machine/CSCW, EPFL (2007), Docteur en Sciences de la Société, Université de Genève (2018), designer et chercheur en sciences sociales, Professeur associé à la HEAD-Genève (Haute École d'Art et de Design) & co-fondateur du Near Future Lab

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Master de Sciences Po Paris, spécialiste de la Chine, actuellement en thèse à l'Université de Northampton (Royaume-Uni) en sciences politiques et sciences du management et instructrice à l'EM Lyon

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PROFESSIONAL TEACHERS

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Directeur du curriculum Anthropocène de l'ENS de Lyon, Philosophe et ancien fonctionnaire au Ministère de l'environnement

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Ingénieur en matériaux et chimie inorganique de l'École Nationale Supérieure de Chimie de Paris (Chimie ParisTech), diplômé d'un Master 2 en sciences des matériaux de l'Université Pierre et Marie Curie (UPMC), Docteur en science des matériaux et énergie de l'UPMC, diplômé d'un Mastère Spécialisé (MS) Politiques Publiques et Stratégie pour l'Environnement (PPSE) d'Agro ParisTech Paris, expert low-tech et énergie, conseiller et formateur.

Geoffrey Dorne *professionnel*

Diplômé en design graphique et multimédia de l'ENSAD, designer.

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Diplômé d'une maîtrise de philosophie, d'un Master d'économie (Toulouse 1), d'un Master de sociologie (Toulouse 2), Docteur en Arts plastiques de l'Université de Toulouse Jean Jaurès, écrivain et chercheur, spécialiste de l'Anthropocène, directeur artistique du collectif Urbain trop urbain.

Xavier Fourt *professionnel, académique, achève sa thèse à l'EHESS*

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Marie-Cécile Godwin Paccard *professionnelle*

BTS Communication visuelle multimédia, designeuse, UX designer freelance et co-fondatrice du collectif Common Futures

Lalya Gaye *professionnelle*

Master d'ingénieur en physique appliquée, KTH (Stockholm, Suède), artiste, designer d'interaction et spécialiste IT, actuellement coordinatrice Initiative AI and Data, UER Genève (Union européenne de radio-télévision).

Nicholas Henderson *professionnel*

Diplômé d'un Master Ethologie Fondamentale et comparée de l'Université Paris 13 et d'un Master Innovation et Design (Strate Ecole de Design), biologiste et designer, co-fondateur du collectif TAMA

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Diplômé d'un Master 2 Urbanisme et Aménagement durables, IATU Bordeaux, designer, spécialiste de la cartographie des territoires et d'enquêtes, Fondateur du collectif TAMA

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Ingénieur de l'Institut de Mécanique Avancée (IFMA) de Clermont-Ferrand, Titulaire d'un MBA de l'IAE de Lyon, designer, UX développeur et ingénieur R&D (Mapado) et co-fondateur du collectif Common Futures

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Diplômé d'un Master 2 en Anthropologie/Sociologie de l'Université Toulouse-Le Mirail et d'une formation en alternance de vendeur-conseil en crèmerie-fromagerie, socio-anthropologue et fromager chez Androuet.

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Diplômée en design de l'ENSCI - Les Ateliers, designer à le 27e région

Emilie Ramillien *académique*

Anthropologue, co-fondatrice d'Origens Medialab, professeure affiliée ESC Clermont BS

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