



Call for applications to take part in the Saint Etienne International Design Biennial 2017 within the framework of Saint Etienne #FrenchTech

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I. INTRODUCTION

1- Saint Etienne

With a population of 190,000 in an urban community of 400,000 people, Saint Etienne fosters innovation through its businesses, its network of higher education establishments and also its internationally-renowned scientific platforms.

Ranked 6th urban area for enterprise creation by French magazine "L'Entreprise" and 9th French city in terms of patent registration, Saint Etienne is a constantly changing city, driven by the relations that have linked art and industry for over two centuries.

Saint Etienne's network of SMEs/SMIs is second to the Paris region's and excels in areas such as medical technologies, digitization, industry and of course design with the support of the Cité du design, a centre for excellence in design and usage.

The first and to date only French city to join the Unesco Creative Cities of Design network in 2010, Saint Etienne has made design a driver of innovation by capitalising on its industrial background.

2- Frenchtech #DesignTech

Further to the FrenchTech call for applications launched by the government in 2013 to make France a startup accelerator, Saint Etienne Métropole secured the French Tech label with the Design Tech special feature thus proving our expertise in innovation, digitization and design.

Since obtaining the label in June 2015, Saint Etienne Métropole has set up a strategy to promote this label by mobilizing our ecosystem towards the creation of startups in the emblematic Manufacture district.

Our #DesignTech offer, which is partly based on Cité du design expertise, is aimed mainly at French and international startups, the future creators of jobs and value.

In order to supplement the existing offer, we propose design "residences" which, after project evaluation, make it possible to offer two levels of support:

- three-day support to gather user feedback about a new product or service, using methodology tried and tested by the Cité du design,
- three-week support for a project requiring an observation phase of uses. The bespoke support of a designer in "residence" will propose applying Cité du design methodology to the project.

3- Saint Etienne International Design Biennial 2017

Created in 1998, the Saint Etienne International Design Biennial 2017 is both a showcase for design creation and a place of experimentation. Through exhibitions, symposia and talks, it affords a period of reflection, work and rare meetings between all kinds of people.

The tenth Saint Etienne International Design Biennial 2017 will confirm the Cité du design's and the town's commitment to businesses and the economic sector as a whole.

Firmly rooted in innovation, foresight and research through design, the 2017 event will put in place increased support to contribute to the participation of businesses:

- With a specific "designers and enterprises" call for applications so that they put forward products or services in the exhibitions.

With a "Design Matrice" exhibition that will show the contribution that design makes to businesses at various levels of design integration by doubling the number of experiments for enterprises through the Labos, Labos express, Banc d'Essai initiatives and the Rue de la République du design.

- By reconducting the week dedicated to enterprises, "Biennale to Business", which will propose a service offering in line with the needs and expectations of the various targets (startups, SMEs, mid-caps, big groups).

II- PRESENTATION OF FIRST CALL FOR APPLICATIONS

1- General information and selection process

A- Scale of the first event

The purpose of this call for applications is to select a maximum of 20 startups

- 5 local startups
- 5 national startups from the FrenchTech network
- 10 international startups from the Unesco Cities network as a priority but also from the French Tech Hubs

B- Choice of 20 winners

Each of our partners can only put forward one applicant. Consequently, a selection procedure (competition, application file, etc.) will be left to the discretion of our partners (French Tech or Unesco networks among others) whether in France or abroad. A full application file shall be submitted to the FrenchTech #DesignTech mission.

C- Final validation of applications

The deadline for submitting a project to the international startup competition shall be by November 15, 2016 (midday) at the following address: designtech@saint-etienne-metropole.fr in electronic format only.

At the end of the application deadline, a selection committee drawn from FrenchTech #Designtech partners will meet in Saint Etienne between 16 November and 1st December 2016 to choose the 20 participants in the Saint Etienne International Design Biennial 2017.

2. Theme and general information

A- Theme

The 2017 event will propose a broad reflection on shifting work paradigms:

- Work is one of the major concerns of our society, up to now it has been gainful and statutory.
- Traditional forms of wage earning appear to be changing to the point of disappearing partially or of transforming radically with the appearance of an all-digital environment.
- The work culture is instilled in every level of our society, organising living areas and social relationships.

As the theme is very wide-ranging, it enables a whole range of startups to apply and to focus more especially on new concepts, new digital uses, etc.

B- Dates to save

Dates for the Saint Etienne International Design Biennial 2017: 9 March - 9 April 2017

Inauguration: 8 March 2017

Date of the DesignTech event: 9-12 March 2017

III. COMPETITION

The aim of this competition is to identify high potential startups for which user feedback from a broad public would help to validate or modify the product or service.

1- Services covered

The 20 startups selected will have free access to:

- two days of Design Tech Elevator Basic support comprising:
 - * ½ a day of working remotely with a designer to define with each startup the points to validate by users and to create the questionnaires that will be used during the Biennial
 - * 1 full day of user tests (10am- 7pm) in a space shared with several other startups and furniture suited to these uses as per Cité du design “Labos express” methodology
 - * feedback from the use tests in the form of an actionable booklet
- an actionable booklet of feedback from the use tests that will be sent to the startups after the close of the Biennial to allow time to study the questionnaires
- a co-working area at the heart of the Saint Etienne International Design Biennial 2017 during the startup’s stay in Saint Etienne
- three nights’ accommodation for the national and international enterprises in a hotel of our choice
- access to a “startups and design” evening event during which the 20 startups will be able to pitch their project to an audience of company heads and local decision-makers
- a networking evening between startups and businesses in the area
- a tourist pack (local transport, museums, etc.).

In other words services covered totalling around €4,000/startup outside the area

The startup will have to pay for travel expenses to get to Saint Etienne, shuttles between the airport and Saint Etienne, lunches and personal expenses.

2- Profiles of startups

Eligibility criteria will be as follows:

- projects will come from enterprises being set up or that were set up less than 3 years ago
- projects selected will enable experimentation with the general public
- projects will be supported by a structure that could be an incubator, a member of the FrenchTech network, an accelerator, etc.
- projects will ideally be consistent with the broad theme of the Saint Etienne International Design Biennial 2017.

3- Schedule

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|-------------------|--|
| 1 September 2016: | the call for applications is launched with our local, regional and international partners |
| 15 November 2016: | Deadline for registering applications with FrenchTech #DesignTech |
| 16-30 November: | the winning startups of this call for applications are selected and the choice made by the selection committee is notified |

December 2016	Startup/designer pairs are allocated
Jan/Feb 2017	Startups and designers interact
February 2017	Questionnaires are validated
9 March	The International Design Biennial opens
9-12 March	Labo express over 3 days
May 2017:	Feedback from use tests by designers in the form of an actionable booklet

4- Communication charter

General publicity around this competition will be managed and coordinated by FrenchTech #DesignTech with its local, national and international partners who will be able to pass on any information that could be useful by clearly mentioning FrenchTech #Designtech.

The Internet site will shortly be updated with all the important information for this call for applications.

Statements made after the Saint Etienne International Design Biennial by the partners and startups shall necessarily feature both the FrenchTech #Designtech and the Saint Etienne International Design Biennial 2017 logos.

IV EXPECTED CONTENT OF APPLICATION FILE

The file format can be customised but it must contain the following information for each applicant:

General overview of the startup

- Name and start up date
- Name of contact (email and telephone)
- Physical address of the startup
- Name and contact details of the support structure

Project background

- Detailed description of the project (note: for reasons of confidentiality, jury members may be asked to sign a confidentiality clause)
- Estimated date of marketing
- The next phases of your project

Photos or video of the project

Project to be experimented:

- Is there an operational prototype or a full-scale model?
- Do you have any precise points requiring user feedback?
- Have you already conducted focus groups or other user questionnaires? If yes, give details on what points? Can you communicate the results?

Further information enabling us to understand the project are welcome.

V. CONTACTS

If you have any questions about this call for applications, please contact FrenchTech #DesignTech:

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