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François Jégou, director of the Brussels-based design research company Strategic Design Scenarios, has 20 years of experience in strategic design, participative scenario building and new product-services system definition. He is active in various fields and research projects from investigating Creative Communities for Sustainable Living in China, India, Brazil and Africa with UNEP to European research project building a deliberative platform on food and nanotech. François is scientific director of the public innovation lab 27e Région in France and teaches strategic design at Politecnico, Milan and La Cambre, Brussels. Last book is titled: Collaborative Services, Social innovations and design for sustainability.