CROIX-ROUGE
FRANÇAISE

HD TALK

Design

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12 feb. 2026

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Mission of the French Red Cross
An operational actor working directly with affected population

Part of the International Red Cross and Red Crescent Movement
16M volunteers around the world

Humanitarian organization acting in France and internationally
80k national staff

Emergency response Health & autonomy Social inclusion
More than 120 specifics activities

Mission of the Innovation Dpt.
Support of other HQ departments with tailor-made innovation methodology

Prepare for and manage crises
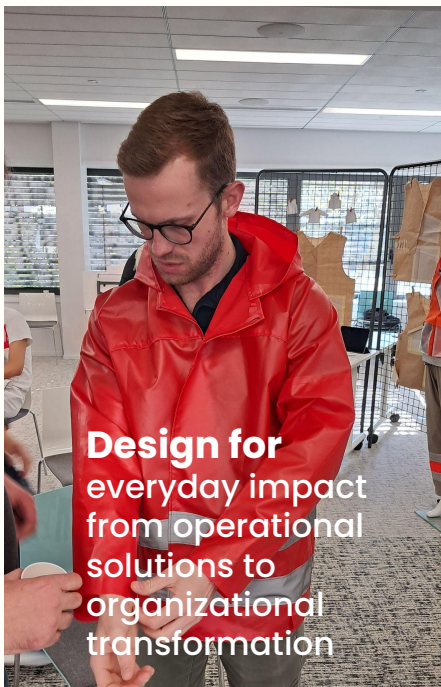
Strengthen engagement

Support digital transformation

Design approach : Use design as a tool to create human-centered, efficient, and adaptable social and humanitarian solutions.

Target : FRC volunteers and other FRC departments

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The 4 3 pillars of design at the French Red Cross

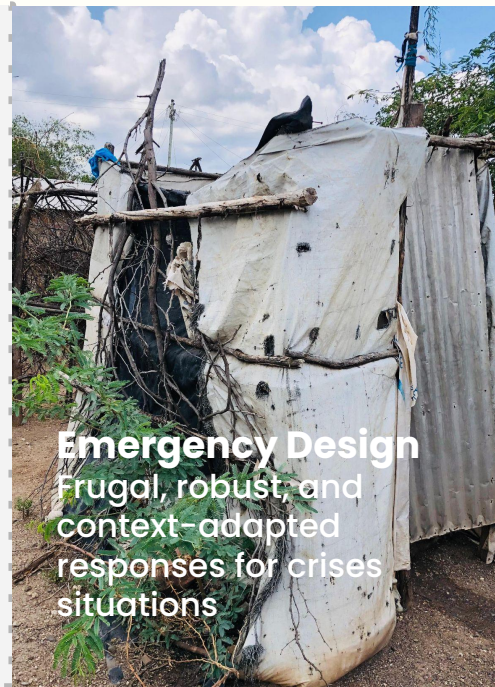**National**   **International**

Design by
local communities empowered to create their own solutions

Not there yet!

Design for
everyday impact from operational solutions to organizational transformation

Emergency Design
Frugal, robust, and context-adapted responses for crises situations

Et si l'inattendu arrivait ?

Design for

everyday impact
from operational solutions
to organizational transformation

Design for product
Exploring new functionalities for volunteer uniforms
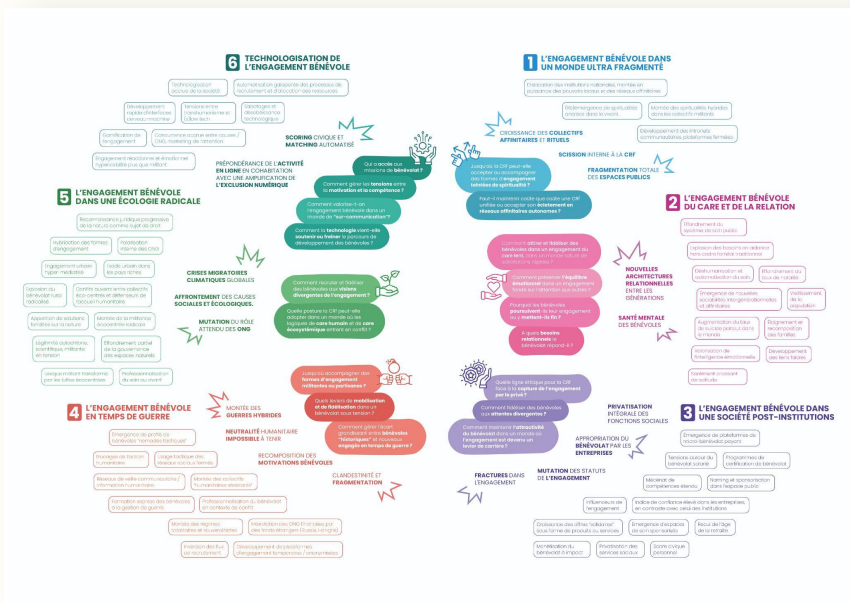with design students from Strate

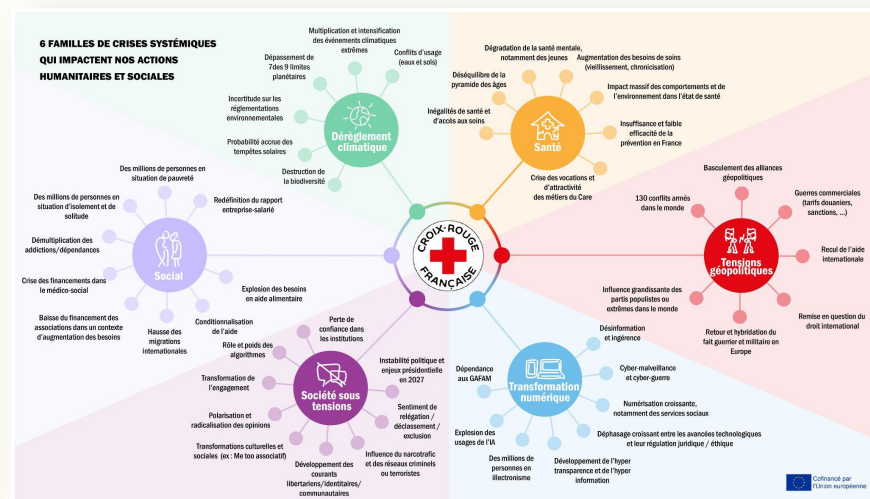**CROIX-ROUGE FRANÇAISE**

Design for event
Creating a high-impact event experience

Design for information
Simplified complex environment

Mapping of engagement trends by 2030

Base layer of a crisis mapping impacting FRC

Design for information
Simplified complex processes and partnerships

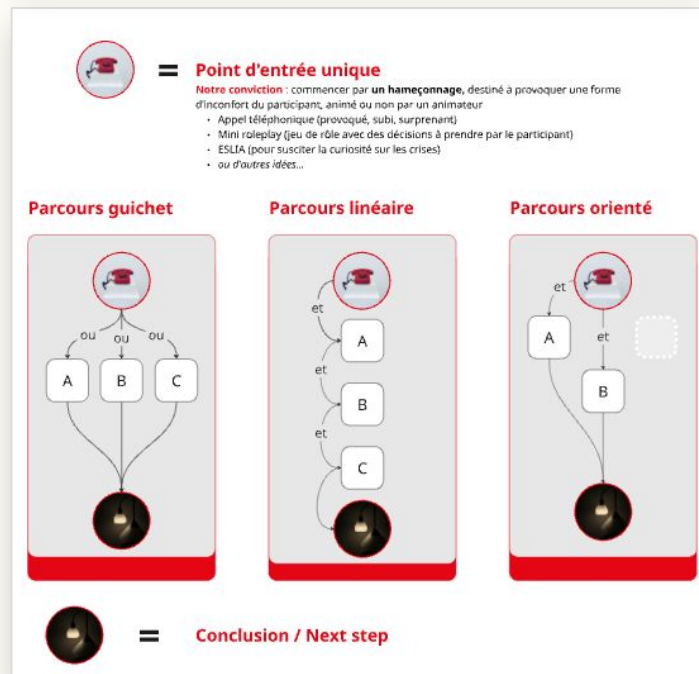### Actions mapping of crisis response actors by phase
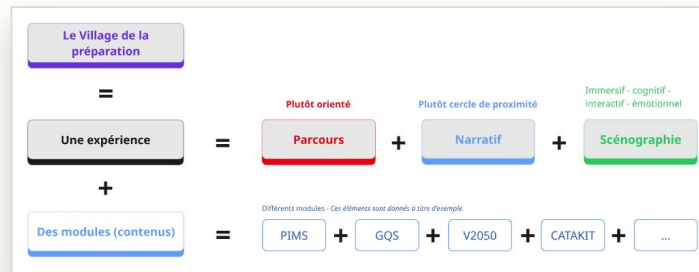

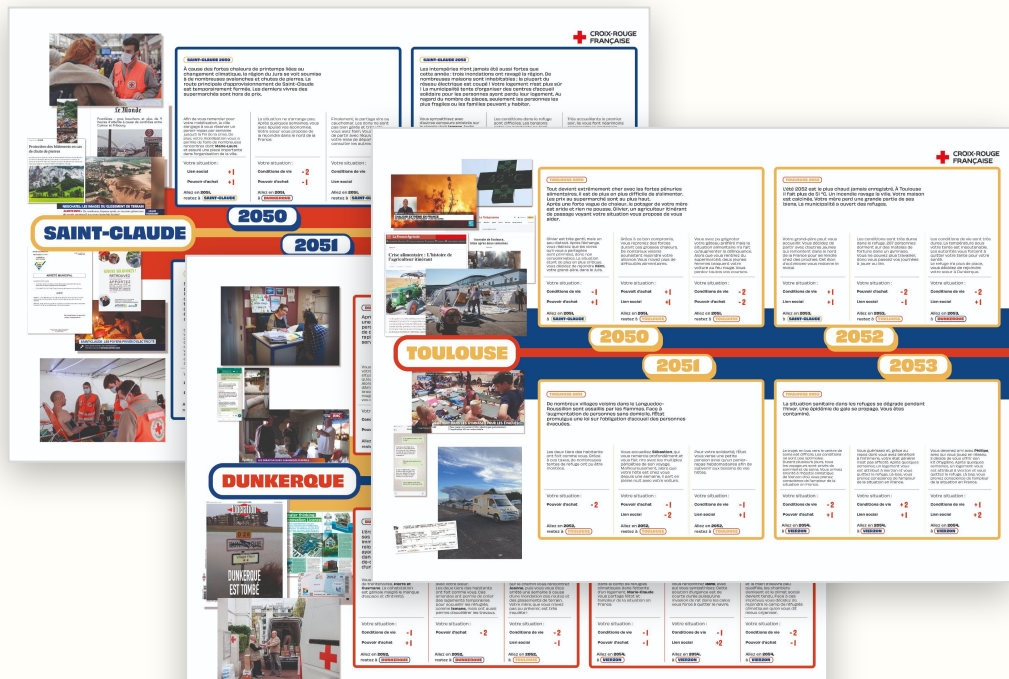### Institutional ecosystem of the humanitarian sector

Design with
volunteers and stakeholders by
leveraging co-creation method

Design with ESR department
An interactive exhibition to understand the consequences of global warming

Design with foresight team
"What if the unexpected happened ?" a game to raise awareness on systemic crises

Design with foresight team
Entertaining educational booklets to popularise foreight approaches

Risk analyses related to AI on social and humanitarian activities

Is our social system crashing ?
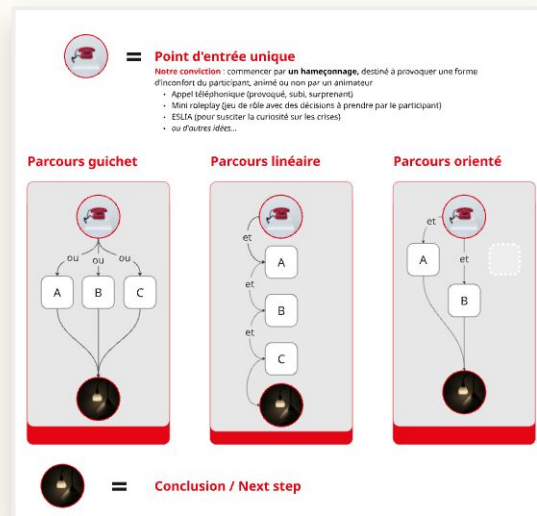
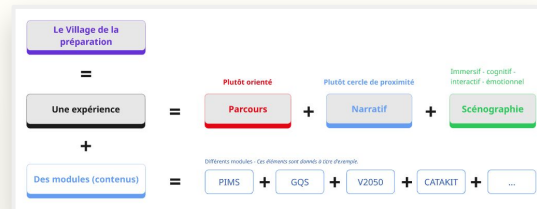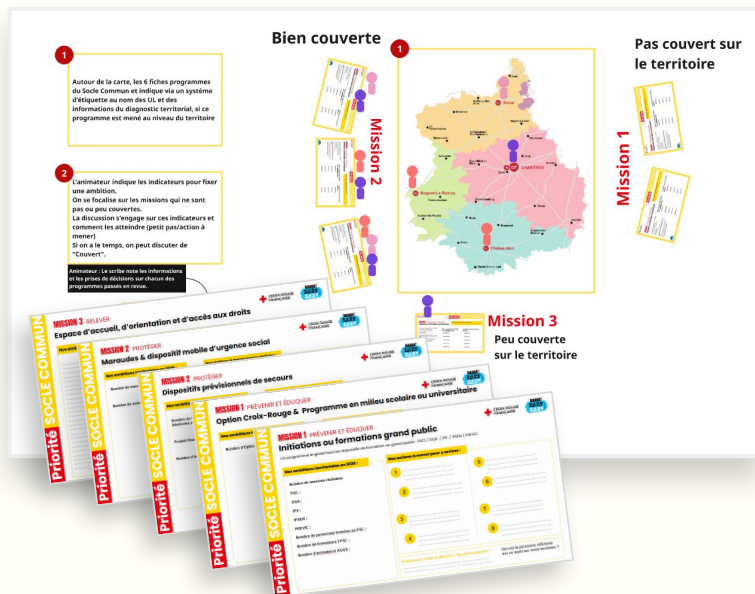*Territorial vulnerabilities by 2040*

Design with emergency and operations team Conception of immersive crisis exercise and scenarios (cyber attacks, disasters, war, etc.)

franceinflot

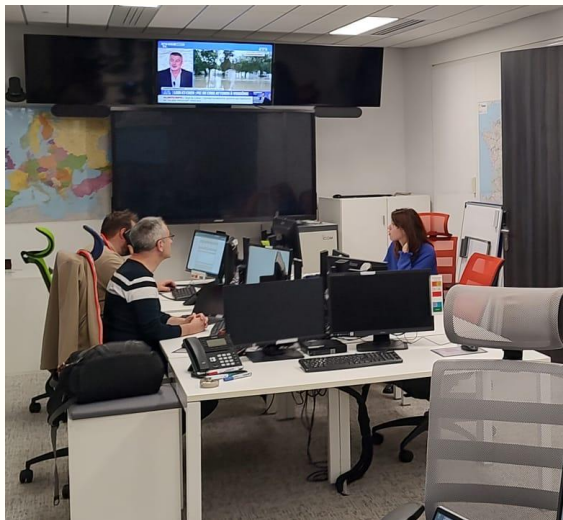8.30
Avec Hugo Ruisseau
● direct radio

EXERCICE

Crue historique en Île-de-France - La zone est placée en vigilance rouge

À OUVRIR EN CAS DE BLACK OUT NUMÉRIQUE

Design with board of directors
Organizing strategic workshops to deploy the association's roadmap for the next five years

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Design with bonus
Participate in emergency operations and volunteer activities

Emergency Design

Frugal, robust, and context-adapted responses for crises situations

Emergency Design
Six-month programme for ENSCI students to develop practical solutions

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Emergency Design
Development of a 3D-printable tap solution with Kenyan Red Cross Society