Creative in Green: Building a Sustainable Future for Eco-Creative Skills in France

There are moments when a project stops being "a project" and starts becoming a **movement**. **CreativeinGreen** is standing exactly at that threshold. What began as a European initiative on green and digital transitions in the creative industries is now revealing something much bigger: the potential to reshape how France trains, certifies, and empowers the next generation of eco-responsible designers, storytellers, and creative technologists. During our recent meeting with **Mr Nicolas Cerisola,** for preparing the Final National Conference in Paris, this became unmistakably clear. The conversations were lively, and they pointed in the same direction: **CreativeinGreen can absolutely live beyond its project end.** And not just survive, but thrive.What follows is the story that emerged.

A Format That Fits the French Creative Landscape

The first insight was almost intuitive: sustainability starts with **format**. The syllabus is rich, but not agile. A 12–15 hour module, on the other hand, would be perfect fit for French private schools, design programmes, and continuing education. It would be short enough to integrate into existing curricula. Long enough to be meaningful. Flexible enough to be delivered in hybrid mode. And badgeable — which is increasingly essential.
In a country where students expect **modularity** and schools need **plug-and-play content**, CreativinGreen's format is not just convenient. It's strategic.

Why Private Schools Are the Natural First Home

One of the most striking conclusions was how **aligned Creative in Green is with the rhythm of private higher education in France**. These institutions innovate fast. They experiment. They adopt new formats without waiting for national frameworks to catch up. They also face a growing demand from students who want: Sustainability skills, Creative tech skills,Credentials they can show online, Real-world, portfolio-ready projects.
CreativeinGreen answers all of these at once. It can be delivered as a **white-label module**, a **Creative in Green Track**, or a **badge integrated into final-year projects**. Schools get a turnkey solution; students get a credential that matters; the project gains visibility and legitimacy.

Industry Partnerships: The Real Engine of Longevity

But sustainability doesn't come from schools alone. It comes from **industry pull** — and here, **CreativeinGreen** is perfectly positioned. France's creative sectors are under pressure to reinvent themselves: *audiovisual production, fashion, digital arts, gaming, advertising, cultural industries.* Everyone is looking for ways to reduce environmental impact without losing creative edge.
Eco-responsibility is no longer a "nice to have". It's a competitive advantage.
CreativeinGreen can become: A training partner, A certification provider, A source of eco-design challenges, A bridge between schools and companies EcoProd, Creative Cluster, and other networks already offer natural entry points. The appetite is there. The timing is right.

Certification: The Secret Weapon

If there was one theme that kept resurfacing, it was **certification**. Not degrees. Not long programmes. But **micro-credentials**, **open badges**, and even **blockchain certificates**. In France, these formats are gaining traction fast — especially in creative and digital fields where portfolios matter more than diplomas. A blockchain certificate already tested with 120 bankers shows the model works. For Creative in Green, this is a chance to create a **signature credential** that signals

eco-responsible creative excellence.
It's visible. It's verifiable. It's shareable. It's modern.
And it gives **CreativeinGreen** a long-term identity.

A Hybrid Model that can sustain Itself

What makes **CreativeinGreen** truly future-proof is that it doesn't rely on a single revenue stream. It can grow through: Licensing to schools, Paid badges, Corporate training, White-label modules, Creative challenges. Public funding. Partnerships with French Tech, BPI, and cultural innovation funds. This hybrid model is not theoretical — it's already aligned with the assets, partners, and opportunities identified in the meeting.

Or? Engagement, Visibility, and Creative Energy ?

A key figure in this dynamic is **Mr. Nicolas Cerisola**, whose dual role could brings a unique momentum to **CreativeinGreen.** Through **Creative League**, he is building a platform in France, where learners grow through tokens, mentors, and real-world creative challenges — exactly the kind of environment where eco-responsible skills can flourish. And with the **Chatons d'Or competition**, he brings a powerful cultural lever: a national creative contest that celebrates *innovation, storytelling, and now, potentially, ecological impact.* Nicolas brings something essential: **the ability to turn a training module into a movement, a badge into a story, and a project into a community.**
His involvement can adds visibility, credibility, and a direct link to France's creative scene — all critical ingredients for long-term sustainability, improving the AVM ecosystem at broader level.

A Unique Value Proposition (UVP): Frugal Innovation Meets Creative Tech

Perhaps the most inspiring part of the discussion was the shared belief that **CreativeinGreen** is not just about sustainability. It's about **reimagining creativity itself**. Using smartphones instead of heavy equipment. Designing with recycled materials. Producing low-energy digital content. Mixing AI, no-code tools, and eco-design. Teaching through micro-content, interviews, and real-world challenges. This is not a traditional course. It's a **new creative culture** — one that resonates deeply with French students and professionals who want to create differently.

Co-authors: Myriam Kaou - Yann Gozlan- Tunde Kallai (Creative Cluster)

Date: 11.June 2026.

