



10 GOALS FOR 2025

THE INSTITUT FRANÇAIS
ROADMAP FOR THE
ECOLOGICAL TRANSITION

The goal to become carbon neutral by 2050, set by the Paris Agreement, requires a rapid reduction in greenhouse gas emissions. Reducing emissions by 80% demands collective and coordinated action. Climate protection – an extremely complex issue without a turnkey solution, yet an emergency for us all – is a central concern for the Institut français.

For several months, the Institut français has been conducting substantive work with a view to rethinking the ways in which it operates and, as a public establishment, fulfilling its duty to set an example.

Cultural action outside France, particularly international artistic exchanges and dialogue between cultures and civil societies, are essential in creating new levels of awareness and new forms of cooperation between states, in a world transformed by the current environmental and energy crises.

With this in mind, the Institut français has adopted a roadmap for the ecological transition, based on three general goals:

GENERAL GOALS:

INSTITUT FRANÇAIS: RESPONSIBLE

Bring the activity of the Institut français and its network in line with the trajectory defined by the Paris Agreement

INSTITUT FRANÇAIS: AN ACCELERATOR OF THE TRANSITION

Contribute to the ecological transition of the cultural sector in France and abroad

INSTITUT FRANÇAIS: A KEY VOICE

Advocate for the ecological transition abroad

AREA 1 – INSTITUT FRANÇAIS: RESPONSIBLE



Reduce our environmental impact

- > **Move into a building with high environmental value**
Reduce energy consumption (electricity, heating, air conditioning, etc.)
- > **Adopt an eco-friendly communication strategy**
Eco-designed graphic charter and website, communication media and campaigns, consider practices regarding promotional tools, etc.
- > **Adopt a culture of responsible purchasing for equipment (IT and office equipment, furniture, space layout, etc.).**
Prolong the lifespan of equipment, reduce its quantity, adapt use forms, encourage re-use.
- > **Adopt eco-friendly principles for internal mobility**
Reinforce our internal rules regarding transport



Train and support teams

- > **Implement an internal training plan**
Roll out a themed training (cultural mobility, eco-friendly communication, digital responsibility, etc.) and awareness-raising programme (roll-out for tools such as Climate Fresk)
- > **Rewrite the “responsible professional practices” sectoral information sheets**
Write and share job/themed information sheets (responsible communication, proper digital use, event production, food, mobility, etc.)
- > **Integrate the ecological transition into management tools**



Support the ecological transition of the French cultural network abroad

> **Inform the network and raise awareness of climate issues**

Webinars, community of interest

> **Design a training programme for the cultural network**

Integrate environmental issues into the local training plan and the new remote-training platform. Implement a themed workshop on environmental issues (a week in France, in person, for targeted agents in the network)

> **Integrate environmental issues into the quality control approach**

Define indicators, review the framework document, support the network



Evaluate our actions and adopt tools

> **Measure the carbon impact of the French Pavilion at the Venice Biennale**

Calculate the carbon footprint of the French Pavilion in Venice and draw up an action plan

> **Adopt measurement tools and methods to reduce our environmental impact**

Design or choose a tool to measure our environmental impact to help design and evaluate projects

AREA 2 – INSTITUT FRANÇAIS: AN ACCELERATOR OF THE TRANSITION

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Initiate and/or support changes in partner practices

> Adopt principles for international mobility

Develop guidelines for the mobility of teams, artworks, artists

> Incorporate environmental criteria into specifications and partnership agreements

Review agreements and scoring criteria for public procurement

> Initiate dialogue with sponsors to share our eco-friendly approach

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Support new forms of artistic and cultural production and dissemination abroad

> Experiment with new forms of creation and dissemination abroad

Launch a “create without travel” call for projects

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Promote drivers of the transition abroad

> Highlight artists and artistic productions with a discourse on eco-responsibility

Propose a programme that promotes artists who adopt an eco-responsible approach in their creations and/or contribute to the creation of new narratives on the living world

> Identify and collaborate with resource centres, venues and experts

Build a reference base of French experts and promote their work internationally

> Systematically integrate environmental issues into programmes for hosting foreign professionals in France and create a highlight event focused on environmental issues

Create a FOCUS on eco-friendly CCIs, host foreign professionals to share constructive resources and initiatives

AREA 3 – INSTITUT FRANÇAIS: A KEY VOICE



Disseminate knowledge and promote dialogue in support of the ecological transition

> Structure certain debate, event and mediation programmes around themes

Discussions of ideas, forums, labs. Encourage artists, thinkers and scientists to come together

> Raise awareness of the ecological transition through the French as a Foreign Language (FFL) offer

Produce themed educational sheets, support teachers of French as a Foreign Language



Raise awareness among the general public through dedicated events

> Produce and disseminate an eco-designed exhibition focused on environmental issues



Reinforce the Institut français' stance on environmental issues

> Lead a dialogue promoting the transition with international cooperation stakeholders

> Systematically include the subject on the agenda for meetings and other events with the network and partners

10 GOALS FOR 2025

THE INSTITUT FRANÇAIS ECOLOGICAL TRANSITION

III. Institut français: a key voice

DISSEMINATE KNOWLEDGE AND PROMOTE DIALOGUE IN SUPPORT OF THE ECOLOGICAL TRANSITION



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II. Institut français: an accelerator of the transition

INITIATE AND/OR SUPPORT CHANGES IN PARTNER PRACTICES



5

SUPPORT NEW FORMS OF ARTISTIC AND CULTURAL PRODUCTION AND DISSEMINATION ABROAD



6

RAISE AWARENESS AMONG THE GENERAL PUBLIC THROUGH DEDICATED EVENTS



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I. Institut français: responsible

REDUCE OUR ENVIRONMENTAL IMPACT



1

TRAIN AND SUPPORT TEAMS



2

SUPPORT THE ECOLOGICAL TRANSITION OF THE FRENCH CULTURAL NETWORK ABROAD



3

EVALUATE OUR ACTIONS AND ADOPT TOOLS



4

PROMOTE DRIVERS OF THE TRANSITION ABROAD



7

REINFORCE THE INSTITUT FRANÇAIS' STANCE ON ENVIRONMENTAL ISSUES



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