Press Release

SKEMA Business School and Canva join forces to enhance design and creativity in the classroom

Paris, 25 November 2024. SKEMA, leading global business school with campuses across four continents, together with Canva, the world's only all-in-one visual communication platform, have announced their collaboration to bring creativity to the classroom. Canva's suite of intuitive design tools will be provided to SKEMA's 11,000 students and teachers around the world, who will also benefit from onboarding support from Canva to facilitate the platform's adoption across SKEMA's global campuses.

SKEMA becomes the second leading French business school to implement Canva's visual design platform — equipping students and teachers with easy to use tools they need to create, communicate, and collaborate when learning and teaching.

The increasing demand of visual communication

This partnership comes as the world becomes increasingly visual. From social media and marketing content creation to sales pitch decks, visual communication has become an essential skill in the workplace. According to Canva's latest Visual Economy report, 90% of French managers expect their employees to have design and visual communication skills.

With over 220 million people–including over 75 million teachers and students–using Canva every month, developing visual communication skills from early on is essential to meet the growing demands of modern business.

Enhancing SKEMA's digital experience

SKEMA is committed to integrating innovative digital tools to its educational practises. By embedding Canva for Campus at the heart of its digital offering, SKEMA is enhancing the experience for students and staff, providing access to leading-edge design and creativity tools.

Canva for Campus: a suite of tools for Higher Education

With Canva for Campus, higher education institutions provides students and teachers with access to Canva's latest Enterprise features launched in May this year. Students and teachers can now benefit from the newly announced Work Kits specifically for education, where they have access to ready-made templates, tailored apps and resources to create engaging content and interactive lessons regardless of their design experience.

Embedding Canva for Campus at the centre of its digital strategy empowers everyone on campus to create and communicate in any format, including docs, presentations, video and more. Increased collaboration through the platform also ensures staff stay in sync, with teams being able to streamline workflows, create on-brand internal and external communication materials, and collaborate in real time across departments.

Dream Lab, Canva's world-leading AI image generator powered by Leonardo.AI that launched in October this year, allows teachers to generate custom, curriculum-aligned visuals in seconds, bringing complex topics to life. Teachers can also leverage Canva's data visualisation tools to help present data more clearly, through the use of interactive charts like Dot Plots and Radar Charts.

Tools at the heart of SKEMA's activities:

- **Brand Consistency:** The use of pre-defined templates and visual identities strengthens SKEMA's brand unity.
- **Ease of Creation:** Access to over 100 million visual resources, streamlining the creation of educational and institutional materials.

Tools to support student employability:

- **Proficiency in a Globally Recognised Tool:** Canva is used to create CVs, presentations and group projects—valuable skills for future employment.
- **Training in Advanced Technologies:** Students will learn how to effectively work with AI technology, like Magic Studio and Magic Write, and industry leading data visualization tools, preparing them for the modern workplace.

Canva for Campus at SKEMA includes:

- Free access to Canva Enterprise features for all 11,000 students.
- Personalised onboarding support from Canva teams to facilitate the platform's adoption across SKEMA's global campuses.

"This partnership marks a new milestone in SKEMA's digital strategy, as we continue our commitment to innovation to provide our educational community with cutting-edge tools," says **Nathalie Hector, Director of Innovation & Learner Experience at SKEMA.**

"Creativity is the currency of the future workplace, and at Canva, we're empowering students around the world with the tools they need to succeed," says ***Petia Maximova, Canva for Higher Education Lead, EMEA.***

"With 75% of hiring managers in France prioritising creativity as a top skill, mastering visual communication is essential for thriving in today's evolving job market. By bridging the gap between education and technology, we're helping students transform ideas into impact, and we're proud to collaborate with SKEMA to help their students achieve their goals, unlock their potential, and launch their careers with confidence."

About SKEMA Business School

With 11,000 students from over 130 nationalities, 190 professors, and 60,000 alumni in 145 countries, SKEMA Business School is a global educational and research institution dedicated to training committed talents to transform the world sustainably. The fusion of social sciences and data sciences is at the core of its model, and global exposure is its mode of operation.

Multi-accredited (AACSB, EQUIS, EFMD Accredited EMBA), SKEMA is globally recognised for its research, over 70 top programmes, and international multisite structure across six countries: South Africa, Brazil, Canada, China, United Arab Emirates, United States, and France. www.skema-bs.fr

About Canva

Launched in 2013, Canva is a free online visual communications and collaboration platform with a mission to empower everyone in the world to design. Featuring a simple drag-and-drop user interface and a vast range of templates ranging from presentations, documents, websites, social media graphics, posters, apparel to videos, plus a huge library of fonts, stock photography, illustrations, video footage, and audio clips, anyone can take an idea and create something beautiful.

With a global community of more than 220 million monthly users, Canva is unlocking entirely new levels of creativity. Most recently, Canva introduced Canva Enterprise, a new offering to empower large organizations to easily create high-impact visual content and scale internal collaboration. This follows the release of Magic Studio, Canva's AI-powered platform that consolidates the best AI design tools into a secure and easy-to-use platform.

Press contact :

SKEMA Business School

Christine Cassabois - christine.cassabois@skema.edu

MARCO Agency

Lucy Chaye - Lucy.chaye@marco.agency

Lina Afonso - Lina@marco.agency