



CREATIVEinGREEN

Supporting the green and digital transition of the European Audio-Visual and Multimedia (AVM) sector through the development of a new curriculum for the e-User Experience Designer

KA220-HED - Cooperation partnerships in Higher Education
ID KA220-HED-6C5BAE6E

The European Association of Career Guidance announces the launching of the project “CREATIVEinGREEN”, funded by the European Commission, within the framework of ERASMUS + KA2. It is a 24 months’ project running from 1st October 2024 to 30th September 2026.

The project will offer an innovative way of teaching and interacting for the HE students and AVM (Audiovisual and Multimedia) sector, designing, and creating a new curriculum (e-User Experience Designer) which will combine hard skills (traditionally from creative and IT faculties/sectors) and transversal/soft skills (business, communication, entrepreneurial) through a mix of MOOC and Extended Reality (XR, so AR, VR and MR).

The DIRECT TARGET GROUP are:

1. Students from Higher Education Institutions (HEIs) that are involved in the CCI and ITs field (with special attention to the AVM sector) since they constitute the direct beneficiaries of the courses.

The INDIRECT TARGET GROUP is composed by:

1. HE institutions, since the developed courses could be adapted to their needs to have updated curricula that are attractive, engaging and interactive.
2. AVM sector (companies, entrepreneurs, employees, incubators, policymakers) that has an interest in the development of new professional figures with highly developed green and digital skills.

The expected results are:

- **SYNTHESIS OF HE AVM SECTOR SKILLS GAPS WITH FUTURE NEEDS:** a SYNTHESIS of the major demands that close the competences’ gap between the EU training and the business ecosystems and the METHODOLOGICAL GUIDELINES for developing the project courses
- **DESIGN AND RELEASE OF THE CREATIVEinGREEN CURRICULUM FOR HE:** the CREATIVEinGREEN CURRICULUM for HE
- **TRAINING PLAN DEVELOPMENT:** a REPORT that will also include a plan to assess the courses
- **“GREEN THE WEB: SUSTAINABLE UX/UI DESIGN” DEVELOPMENT:** COURSES (basic and advanced level)
- **“EMPOWERING CREATIVE ENTREPRENEURSHIP IN THE DIGITAL AGE” DEVELOPMENT:** COURSES (basic and advanced level)



**Co-funded by
the European Union**



- VIRTUAL LEARNING SCENARIO DEVELOPMENT: FULL SCALE VIRTUAL TRAINING SCENARIO, 2- 4 case studies
- DEVELOPMENT OF A HANDBOOK FOR TEACHERS: HANDBOOK WITH STEP-BY-STEP GUIDELINES TO SUPPORT TEACHERS in the context of the courses' implementation

The Coordinator is:

MAIEUTICA COOPERATIVA DE ENSINO SUPERIOR CRL Portugal Norte AVIOSO SAO PEDRO and

Partners:

- European Digital Learning Network ETS, Italy, Lombardia, MILANO
- AKDENIZ UNIVERSITY, Türkiye, ANTALYA
- "BUDAKOV FILMS" EOOD, Bulgaria, София (Sofia) Sofia
- EUROPAIKOS SYNDESMOS PROSANATOLISMOU STADIODROMIAS, Cyprus Κύπρος (Κύπρος), NICOSIA
- Creative Cluster, France Île de France, LE KREMLINBICETRE
- Pi Private Company, Greece, Κεντρική Μακεδονία (Kentriki Makedonia), Katerini