













ATÜ ADANA ALPARSLAN TÜRKEŞ SCIENCE AND TECHNOLOGY UNIVERSITY





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Contents

06 Introduction

17 Specific Objectives and Workpackages 12 The Consortium

34 Governance



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Culture, in all its diversity, can foster a sense of identity and cohesion for societies at a time of uncertainty. It is also a powerful source of creativity and innovation. No development can be sustainable without it.

*UNESCO (2013). Culture & Development, no. 9, cultural goods, services and activities. Knowledge transmission. social cohesion. quality of life. Unesco Publishing, Havana.

https://unesdoc.unesco.org/ark:/48223/pf0000221297_eng

Introduction

Local and national cultural traditions, crafts, and folklore are not usually connected or taught in an inclusive, creative and European broader perspective. The KreativEU (Knowledge & Creativity European University) entails a bottom-up and unique alliance of universities across Europe, linking and connecting local and national traditions, crafts and folklore to a common European value, strengthening the European identity, cohesion, knowledge economy, employment, creativity, culture and welfare. This alliance is built on a shared vision on the importance of the European cultural and artistic diversity as a driver of cohesion, equality, peace, sustainability and educational, economic, political, social, and scientific innovation and development, contributing to the establishment of a European University unique in its kind, capable of offering a competitive and an attractive European education and research system, with students, researchers, academics and the society, at large, cooperating within different cultures and across borders and academic disciplines.

One of the top priorities underlying UNESCO's activities has been the preservation of cultural diversity while setting international standards.¹ The KreativEU adopt the international definition of traditional culture and folklore as clearly stated in the UNESCO **Recommendation on the Safeguarding of Traditional Culture** and Folklore of 1989 (Paris, 17/10 - 16/11 1989): "Folklore (or traditional and popular culture) is the totality of tradition-based creations of a cultural community, expressed by a group or individuals and recognized as reflecting the expectations of a community in so far as they reflect its cultural and social identity; its standards and values are transmitted orally, by imitation or by other means. Its forms are, among others, language, literature, music, dance, games, mythology, rituals, customs, handicrafts, architecture and other arts.", redefined within the context of the UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage of 2003 (Paris, 29/09 – 17/10 2003):

¹Prott, L.V. (1998). "International standards for cultural heritage". In UNESCO *World Culture Report* (pp. 222 – 236). Unesco Publishing, Paris.

"The "intangible cultural heritage" means the practices, representations, expressions, knowledge, skills – as well as the instruments, objects, artefacts and cultural spaces associated therewith – that communities, groups and, in some cases, individuals recognize as part of their cultural heritage.

- [...] It is manifested inter alia in the following domains:
 - (a) oral traditions and expressions, including language as a vehicle of the intangible cultural heritage;
 - (b) performing arts;
 - (c) social practices, rituals and festive events;
 - (d) knowledge and practices concerning nature and the universe;
 - (e) traditional craftsmanship."



Considering that local and national traditions, crafts and folklore, "forms part of the universal heritage of humanity and that it is a powerful means of bringing together different peoples and social groups and of asserting their cultural identity"² and recognizing its extreme fragility, the KreativEU consortium will provide for a **much needed, unique, comprehensive and highly competitive educational system on this thematic ground.** The KreativEU Alliance is unique and the only existing European consortium able to enhance Europe's central role as a world leader in the protection and safeguard of the world's cultural and natural heritage, specifically envisioning the protection of under-represented local and national cultural traditions, crafts, and folklore, usually endangered or under threat.³

Moreover, the Treaty on European Union states that: "The Union is founded on the values of respect for human dignity, freedom, democracy, equality, the rule of law and respect for human rights, including the rights of persons belonging to minorities. These values are common to the Member States in a society in which pluralism, non-discrimination, tolerance, justice, solidarity and equality between women and men prevail." On 22 March 2018, the Human Rights Council adopted a resolution (A/HRC/RES/37/17) calling upon all States "that the violation or abuse of the right of everyone to take part in cultural life, including the ability to access and enjoy cultural heritage, may threaten stability, social cohesion and cultural identity, and constitutes an aggravating factor in conflict and a major obstacle to dialogue, peace and reconciliation." Not only the right to preserve, perpetuate and enjoy other communities' local intangible cultural heritage and related material assets is a human right, as its study, protection and knowledge among citizens not belonging to that same community should be encouraged as a major way of protecting the rights of minorities from homogenization and forced assimilation by larger communities. It also contributes to the establishment of a more tolerant and equitable society. This is the same as saying that if

 $^{^2}$ UNESCO Recommendation on the Safeguarding of Traditional Culture and Folklore (Paris, $17/10-16/11\,1989)$

³NESCO (2011). *Intangible Cultural Heritage Domains*. Unesco Publishing, Paris. https://ich.unesco.org/doc/src/01857-EN.pdf.

we get to know each other better, we will communicate better and will be more tolerant, inclusive and peaceful, as to avoid potential harmful conflicts. The present conflict between Russia and Ukraine is a burning case in point, which shows that it is of the utmost importance and urgency to strengthen the European cultural identity and diversity, as "culture and traditional practices continue to represent the primary means of conflict resolution and peace".⁴ And also because oral traditions and expressions, folk music and dance, traditional theatre, sacred chants, social practices, rituals, traditional craftsmanship, among other traditional and folk expressions are extremely important "in maintaining cultural diversity" and pluralism, and in helping "with intercultural dialogue", encouraging "mutual respect for other ways of life".5 This cultural property, "transmitted from generation to generation, is constantly recreated by communities and groups in response to their environment, their interaction with nature and their history, and provides them with a sense of identity and continuity, thus promoting respect for cultural diversity and human creativity."6

Working towards a common and shared cultural identity based on the respect, protection, enhancement, dissemination and reuse of the local, national and regional European artistic diversity is one of the most pressing challenges for the years to come. Creativity plays an extremely important role in this regard, as reported on the UNESCO's 1995 report *Our Creative Diversity*, drafted by the World Commission on Culture and Development: "Culture meant to cultivate. Today it is ever more necessary to cultivate human creativity, for in our climate of rapid change, individuals, communities and societies can adapt to the new and transform their reality only through creative imagination and initiative." Furthermore, "culture and traditions are the foundation

⁴ Brandão, C. (2011). "Culture and its Impact on Social and Community Life: A case study of Timor-Leste". *Policy Brief,* 5. Belun: Dili. See also: Peterson, M. (2018). "Cultural Heritage and Identity". In T. Nilson & K. Thorell (eds.), *Cultural Heritage Preservation: The Past, the Present and the Future* (pp. 107-123). Halmstad University.

⁵ UNESCO (2011). What is Intangible Cultural Heritage? (p.4). Unesco Publishing, Paris. https://ich.unesco.org/doc/src/01851-EN.pdf. See also UNESCO (2000). World culture report. Cultural diversity, conflict and pluralism. Unesco Publishing, Paris. https://unesdoc. unesco.org/ark:/48223/pf0000121058.

 $^{^6}$ UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage (Paris, 29/09 – 17/10 2003).

of human creativity and intelligence."⁷ Recalling Articles 1 and 7 of the UNESCO's Universal Declaration on Cultural Diversity of 2001: "As a source of exchange, innovation and creativity, cultural diversity is as necessary for humankind as biodiversity is for nature."; "Creation draws on the roots of cultural tradition, but flourishes in contact with other cultures. For this reason, heritage in all its forms must be preserved, enhanced and handed on to future generations as a record of human experience and aspirations, so as to **foster creativity in all its diversity and to inspire genuine dialogue among cultures**." For this reason, all **persons should have access to "quality education and training that fully respect their cultural identity**".⁸

Unfortunately, and taking into consideration the results of a questionnaire undertaken in 1994 as to assess the implementation of the 1989 UNESCO Recommendation on the Safeguarding of Traditional Culture and Folklore, "only 30% of States felt that their infrastructure met the country's needs for conservation of this heritage with fewer (22%) having harmonised collecting and archiving methods and only 18% regarding their training (of professional collectors, archivists, documentarists etc.) as

⁷ Chuguevskaia, A. (2017). "The Loss of Oral Traditions in the Far East Russia: Future of the Community". *Ge-conservación*, 11, pp. 149-156.

⁸ Article 5 of the UNESCO's Universal Declaration on Cultural Diversity of 2001.

adequate."⁹ The current situation considering the integration of intangible cultural heritage contents on Higher Education programmes is still far from the ideal. According to the results reported within the context of the project "Learning on intangible heritage: building teacher's capacity for a sustainable future" implemented by ENCATC (European network on cultural management and policy) under UNESCO's Participation Programme 2016-2017 and in partnership with 3Walks-Cultural Research, Training and Knowledge and Social Transference, 146 programmes have been found across the 45 European countries surveyed which include subjects dealing with intangible cultural heritage. Among them, only 36 are specifically focused on intangible cultural heritage.¹⁰

This leaves that there is a need to develop and enhance the European educational offer on this thematic ground, not yet addressed either in the framework of the European University initiative. The motivation of the Lead Partner (IPT) to gather a consortium on this thematic ground departs from an interest to give greater sustainability and visibility to the work developed in the scope of the study, investigation, enhancement and safeguarding of cultural heritage, namely with regard to conservation and restoration activities of material heritage and the constitution of data collections related to intangible practices in order to give relief to our memory. With the KreativEU Alliance a new understanding and a transnational vision for the creative conservation approach, pioneering developed at IPT since 2012 onwards will be fostered. The creative conservation approach came to stand as a distinctive and innovative methodological tenet, demonstrating that creativity can be an extremely important extra added to complex and difficult decision-making processes, considering severely damaged or thought to be lost

⁹ Blake, J. (2001). "Preliminary Study into the Advisability of Developing a New Standardsetting Instrument for the Safeguarding of Intangible Cultural Heritage ('Traditional Culture and Folklore')" (p. 39). Unesco Publishing. https://ich.unesco.org/doc/src/05361-EN.pdf. See also UNESCO (2019). Summary Report SAFEGUARDING INTANGIBLE CULTURAL HERITAGE. IN FORMAL AND NON-FORMAL EDUCATION. https://ich.unesco.org/doc/src/48763-EN.pdf, and UNESCO (2021). Teaching and Learning with Living Heritage. A Resource Kit for Teachers Based on the Lessons Learnt from a Joint UNESCO-EU Pilot Project. Unesco Publishing, Paris. https://ich.unesco.org/doc/src/52066-EN.pdf.

¹⁰ (2018). Report "Learning on intangible heritage: building teachers' capacity for a sustainable future". https://www.encatc.org/media/6113-unescoencatc-projectfinal-publication.pdf.

and somehow useless objects.¹¹ With the KreativEU Alliance this creative conservation approach will be extended to the broader field of local and national traditions, crafts and folklore, somehow neglected, **promoting a contemporary use of the past anchored in History, as to offer new, creative, sustainable and economically feasible pathways into its future reuse**.¹² Partners have been chosen for **sharing a common background on artistic and cultural heritage related training and research and for being interested in a long-term cooperation on this thematic ground**.

The Consortium

Based on the core values summarised above, the founder institutions of the KreativEU Alliance (Polytechnic Institute of Tomar (IPT, Portugal) (Lead Partner); D. A. Tsenov Academy of Economics (TAE, Bulgaria); University of South Bohemia in České Budějovice (USB, Czech Republic); Paul-Valéry Montpellier 3 University (UPVM3, France); Valahia University of Targoviste (VUT, Romania); Trnava University (TUT, Slovakia); Adana Alparslan Türkeş Science and Technology University (ATU, Turkey) **developed their joint longterm institutional, structural and strategic cooperation**, as to have **a fully operational KreativEU European University by 2032.**

¹¹ See Loureiro, L.; Triães, R.; and Falcão, C. (2016). "Educational tools for involving higher degree students within the Project Creative Conservation". *New Trends and Issues Proceedings on Humanities and Social Sciences*, issue 2(7), pp. 32-40. DOI:10.18844/gjhss. v2i7.1177; and Triães, R. (2021). *Creative Conservation. An alternative methodology for the interpretation and conservation of memory*, video essay at the European Humanities Conference 2021, May 5-7, 2021, Lisbon, Fundação Calouste Gulbenkian https://europeanhumanities2021.pt/videos/#/lightbox&slide=103.

¹² For more information on the relation between creativity and cultural heritage studies see: Bonardi, A.; Pottier, L.; Warnier, J.; Lemounton, S.; and Pellerin, G. (2020). *Archivage Collaboratif et Préservation Créative. Rapport Final du Groupe de Travail 2018/19*, Association Francophone d'Informatique Musicale; Carbonara, G. (1976). *La reintegrazione dell'immagine*. Roma: Bulzoni Editore.; Gagliardi, P.; Latour, B.; and Memelsdorff, P. (eds.) (2010). *Coping with the Past: Creative Perspectives on Conservation and Restoration*. Firenze: Leo S. Olschki; Harvey, D. and Perry (eds.) (2015). *The Future of Heritage as Climates Change: Loss, Adaptation and Creativity*. Routledge.; Holtorf, C. (2020). "Conservation and Heritage as Creative Processes of Future-Making". *International Journal of Cultural Property*, 27(2): Authenticity and Reconstruction, pp. 277 – 290.



Between 2022 and 2026 a pilot phase will be implemented in close collaboration with students, academics and researchers' body, in order to promote the inclusion, access and participation of under-represented groups and minorities and in order to balance gender equality. A four-years evaluation cycle will be accomplished for the monitoring of the full operation of the European University as to account for the next phase. By 2027 and until 2032 an implementation phase will take the fore, based on the established joint structures, joint curricula, joint research groups and other joint activities.

A collective effort began in 2021 with the first brainstorming meetings between founder Universities, that wish the KreativEU to have become, by 2032:

- An attractive, internationally competitive and outstanding Higher Education Network that puts creativity in the core of its transversal activities, being an open and innovative space for mobility, helping to overcome preconceived visions of regional and national identities and cultures and to achieve a more creative, united and stronger Europe.
- A fully fledged European University with the common objective of jointly promoting high-level education, innovation and research activities in the multidisciplinary field of Cultural Heritage, enhancing Europe's central role as a world leader in the protection and safeguard of the world's cultural and natural heritage, specifically envisioning the protection of under-represented local and national cultural traditions, crafts, and folklore.
- A transnational Alliance based on the involvement of regional and local economic, social and cultural actors and stakeholders and on a challenged based approach focused on digital, sustainable and creative practices applied to cultural heritage.

With the KreativEU Alliance a new generation of EU citizens working together across cultures, borders, languages, sectors and disciplines will be educated. Students from the KreativEU are expected to be leaders of change and enablers of societal transformation. The Alliance will achieve this vision by establishing a KreativEU Heritage European campus, linking spaces and places to knowledge, creativity, education, research and innovation. The KreativEU consortium includes partners who have close relationship to cultural and artistic environments, having a complementary focus of their study programmes, i.e. conservation-restoration, production technics, documental cinema, tourism, archaeology, cultural landscapes management, information and communication technologies, sound and image (Polytechnic Institute of Tomar), languages and literature, musicology, cultural studies, archaeology, cinematographic and audio-visual studies, visual arts (Paul-Valéry Montpellier 3 University), national folk music in education, archival sciences, artistic practices (pottery, glass, haptic models), literary studies, geo-heritage, traditional local sports (University of South Bohemia), heritage studies, history and tourism, archaeological cartography, spiritual traditions (Valahia University of Targoviste), development of rural areas, economics and management of tourism, (D. A. Tsenov Academy of Economics), design and architecture (Adana Alparslan Türkeş Science and Technology University).

All the involved Universities have vast experience in transnational cooperation, especially for which regards education, research and mobility. The KreativEU Network will be built upon this pool of past projects, entailing relevant and innovative deliverables, research protocols and scientific productions, and also Regional National and International networks of partners and stakeholders, with each member ending up receiving much more than it brought to the common table.

The Lead Partner, **Instituto Politécnico de Tomar** has been working with the Erasmus Programme former Socrates and LLP since 1989, and its International Relations Office team have acquired a broad experience over the years in international mobility programmes for faculty, staff and students (currently KA103 and KA107), Capacity Building, Strategic Partnerships, Erasmus Mundus Masters Courses and also Culture 2000/Creative Europe Programmes, which have resulted in cooperation agreements with more than 50 countries all over the world. The experience acquired by IPT throughout the years, driven by research projects in the field of i) Conservation-Restoration; ii) Management; iii) Information and Communication Technologies; iv) Production technics; v) Tourism, vi) Design and Education, vii) Archaeology, among others, has positioned the IPT as a privileged educational and research actor in these fields. Furthermore, IPT is currently working, for instance, on the approved projects "**PowerUP MYHouse - Development of innovative learning and practice modules to increase the usage of renewable energies for sustainable buildings**" (H2020) and "**SparkDigiGirls - Empower Girls' Creativity Through Use of Digital Technologies**" (KA227 - Cooperation for innovation and the exchange of good practices, Partnerships for Creativity). Since 2018 IPT holds the **UNESCO Chair in Humanities and Cultural Integrated Landscape Management**. IPT is also working on its collaboration with the public sector, as its stone conservation laboratory, for instance, is hosted at Tomar Convent of Christ, which was awarded the **UNESCO Heritage of Mankind classification and enrolled in UNESCO's list of World Heritage in 1983**.

Likewise IPT, the past projects results and deliverables developed by partner institutions can be further exploited within the KreativEU Alliance: Paul-Valéry Montpellier 3 University (with a wide range of project related to cultural heritage and art); Valahia University of Targoviste (past projects related with proficiency in archaeology, particularly prehistorical archaeology connecting archaeology, heritage, and sciences (biology, physics and chemistry), moving beyond the state of the art in this area); ATU European University (past projects results related with cultural heritage and creative industries as major drivers of growth and social development); D. A. Tsenov Academy of Economics – TAE (past results of the course in History-cultural heritage, Management of cultural heritage, Marketing of community centres, museums; Creative industries focus on the relationship between local and national traditions with the contemporary art, etc.); and University of South Bohemia in České Budějovice (their achievements regarding national traditions and folklore as a reflection of local cultures and their spatial differentiation), and

This complementarity strengthens each partner's competitive profile by automatically enlarging the number of courses and their scope and the interdisciplinary profile of its research environment. This inevitably will enhance the possibilities of each partner institution to attract international students, researchers and other cross-sectorial and entrepreneurial actors.

Specific Objectives and Workpackages

To develop and implement the strategic perspective envisioned for the KreativEU Alliance key objectives will be addressed, such as personalisation of the study programmes through new and flexible curricula, the promotion of multi and cross disciplinary approaches, the use of new and innovative teaching and learning methods, the inclusion of practical and work-based learning and experiences, and the establishment of joint management and governance structures, built on a shared pool of resources. The KreativEU Alliance will function with a multi-level governance (First Level: Network Governance; Second Level: Project Governance; and Third Level: Activity Governance), to ensure, a transparent and inclusive decision making combined with an effective management and control, and also to grant sustainability and openness to new Universities and stakeholders joining the Network and to grant the long-term perspective envisioned for the Alliance, as the first level of governance entails not only the governance of the Alliance, but also the governance of other projects to be submitted for regional, national or international competitive calls. The development of such projects will be accompanied by a joint administrative support structure at the second level of project governance. Each partner institution is also committed to make available to other partner's office spaces and equipment, conference rooms, laboratories, teaching equipment and rooms, as well as dedicated communication/promotion channels.

The joint study programme will focus on the development of transnational and interdisciplinary KreativEU label teaching units on cultural heritage: education, analysis, conservation, and promotion for BSc programmes. It will also address the creation of pilot transnational, interdisciplinary and joint Master's courses and Master programmes ("Heritage – multidisciplinary approach for better preservation" and "Language, culture and communication") and a joint Ph.D. programme on History and Cultural Heritage. Joint Multicultural Summer Schools will be designed and implemented along with life-long learning transnational, interdisciplinary and

joint curricula, with embedded flexibility and mobility. Students will benefit from a pilot transnational cultural exchange across borders and academic disciplines. The KreativEU will also enhance the employability profile of its students particularly through interdisciplinary, transdisciplinary and cross-cultural studies, responding to the actual needs of employers.

A network of Joint Research Institutes will complement the educational offer at the doctoral level, with the establishment of a *Creative Network Research for Heritage Sustainable Conservation* as a joint research endeavour. A combined PhD program with experienced researchers and postdoctoral researchers from KreativEU partners will be part of the initiative. Knowledge and research infrastructure will be efficiently transferred, and innovative research results will be obtained. The joint research project will promote collaboration with potential KreativEU stakeholders by providing innovative solutions, knowledge transfer, and idea exchange (culture, industry). Researchers from all the partner Universities will participate in the implementation of the research project.

The KreativEU is also committed with the development of a challenge-based approach by addressing concrete societal challenges across disciplinary fields to be discussed during thematic Summer Schools and VET training on topics related to cultural heritage in its intersection with integration and gender equality, sustainability and the digital transition, climate-change and carbon neutral practices, smart sustainability and artificial intelligence, among many others, involving local and national stakeholders, as to reflect the needs of the regional economic fabric. With this approach the KreativEU Alliance expects to contribute to the shared European vision reported at the UNESCO's 2014 document Gender Equality, Heritage and Creativity: "As a driver and enabler of sustainable development, culture determines the way in which individuals and communities understand today's world, and envisage and shape their future." So, if we intend to construct a more inclusive, creative and sustainable world we need to work towards its cultural and artistic identity, bringing it closer to society. For this reason, the KreativEU foresees the creation of an innovative Artistic Incubator, based on new and transdisciplinary creative preservation practices, as to have culture in support of a sustainable future. The creation of this Artistic Incubator will be coordinated by Paul-Valéry Montpellier 3 University as the strong presence of research (universities, institutes and laboratories) and cultural activities (premium facilities, international festivals, dense artistic ecosystem) within Montpellier's metropolitan area, and more broadly in the Occitanie Region, means it offer a particularly favourable playground for the emergence of a creative cultural cluster, in which the University plays a crucial role, bringing scientific knowledge into contact with society and the sector of creative industries. The development this Artistic Incubator will be based on the exchange of information with local and national creative and cultural sectors and on the market needs, addressing artists, entrepreneurs, researchers, academics, students, craftsmen and others, seeking further training in the creative environment of arts and crafts to incubate their ideas for new creative processes, products and projects or to develop already existing start-ups and new economic models. The integration of this artistic incubator into

the KreativEU alliance promotes a transdisciplinary environment at the intersection of art, culture, creative industries, technology, science, innovation, education and social challenges.

With this environment, students will be able to engage with the construction of a more inclusive, sustainable and creative cultural European identity, so to have culture in support of carbon budgets and in support of an increasing European digital proficiency. Students from the KreativEU are expected to be leaders of change and enablers of societal transformation. For this reason, the **KreativEU is aligned with the UN's 2030 agenda for sustainable development**, by addressing the following goals and sub-goals, as the KreativEU:

- (4.7) contributes to the 'appreciation of cultural diversity and of culture's contribution to sustainable development'.
- (5.5) ensures 'women's full and effective participation and equal opportunities'.
- (7.a) enhances 'international cooperation to facilitate access to clean energy research and technology'.
- (10.7) facilitates 'orderly, safe, regular and responsible [...] mobility of people.
- (11.4) strengthens 'efforts to protect and safeguard the world's cultural and natural heritage.
- (13.3) improves 'education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning'.
- (16.6; 16.7) develops 'effective, accountable and transparent institutions at all levels' and ensures 'responsive, inclusive, participatory and representative decision-making at all levels'.
- (17.6) enhances 'international cooperation on and access to science, technology and innovation'.

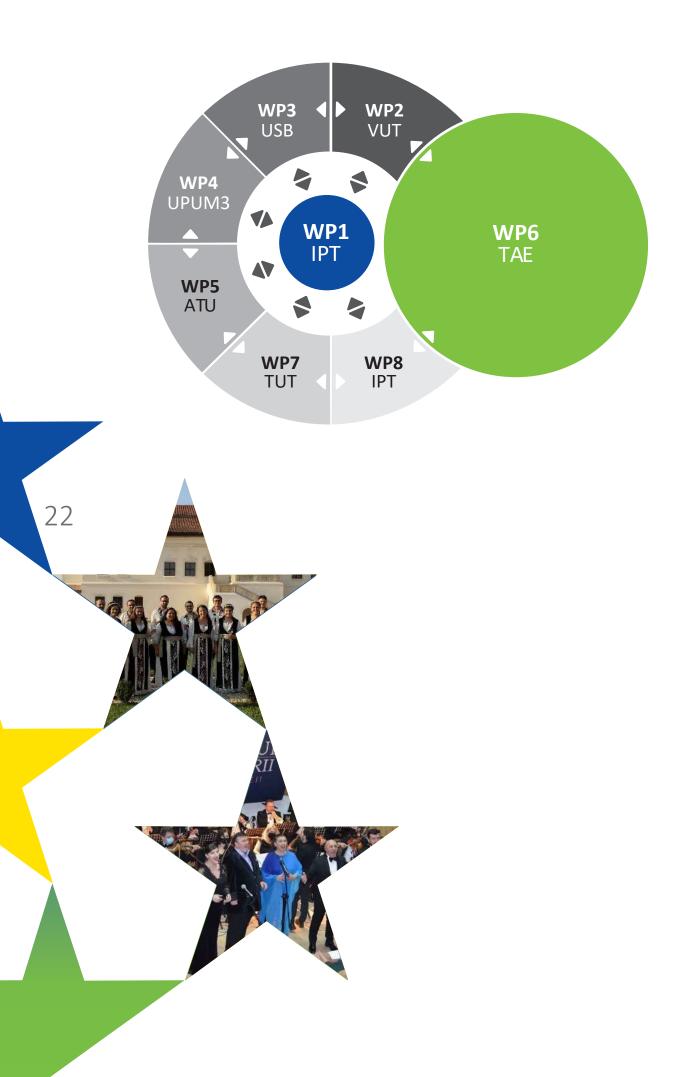
It is worth mentioning that creatively investing in the safeguard of the European cultural heritage is one of the top priorities flagged by the European Commission, through the Horizon Europe programme, particularly with the destination 2: "Cultural Heritage and Cultural and Creative Industries" of the cluster 2: "Culture, Creative and Inclusive Society". **The KreativEU is thus perfectly aligned also with the EU research agenda**.







Furthermore, the KreativEU Heritage European campus foreseen for the Alliance will also help to increase mobility, for students, academics, researchers' body, and administrative and technical staff to study, train, teach, research or share services in any of the partner institutions, through the implementation of physical, blended and virtual mobility opportunities. This inter-university campus will link education, research, innovation and service to society, by connecting innovative and creative ecosystems, as to successfully implement the long-term vision for the partnership. To reach this vision, the KreativEU Alliance will work towards the completion of 8 work packages (WP1 - Governance and Management; WP2 -KreativEU Education; WP3 - KreativEU Research; WP4 - KreativEU Culture with and for society; WP5 - KreativEU challenged-based approach to smart sustainability; WP6 - KreativEU Heritage European campus; WP7 - KreativEU Mobility; WP8 - Communication and dissemination), during the pilot phase.



WP No	Task No	Task Name	
	T1.1	Setting-up and functioning of the Project Governance structure	
WP1	T1.2	Setting-up and functioning of the Network Governance structure	
	T1.3	Day-by-day project coordination	
	T1.4	Technical and financial reporting	
	T1.5	Quality Control	
	T2.1	Development of transnational and interdisciplinary KreativEU label teaching units on cultural heritage: education, analysis, conservation, and promotion for BSc programs	
2	T2.2	Creation of transnational, interdisciplinary and joint Master's courses and Master programs on "Heritage – multidisciplinary approach for better preservation" and "Language, culture and communication"	
WP2	T2.3	Joint supervision of interdisciplinary doctoral theses; joint supervision of doctoral studies agreement on History and Cultural Heritage	
	T2.4	Designing and implementing of a joint multicultural Summer School and Science and Society public lectures	
	T2.5	Lifelong learning transnational, interdisciplinary and joint curricula, with embedded flexibility and mobility and alumni joint network	
m	T3.1	Mapping national and local traditions, crafts, and folklore, knowledge and experience exchange	
WP3	T3.2	Joint research endevour	
	ТЗ.З	Setting-up of the KreativEU research group	

WP No	Task No	Task Name	
	T4.1	Setting-up of the legal and financial basis of the Incubator	
	T4.2	Stakeholders involvement and engagement	
WP4	T4.3	Piloting of the incubation scheme	
>	T4.4	Digital and research support to the Art Incubator	
	T4.5	Acquisition of lessons learned, fine-tuning and set-up of the transnational art incubator	
	T5.1	Thematic Summer Schools	
	T5.2	Sustainable Damage Detection for Cultural Heritage with Artificial Intelligence	
WP5	T5.3	Building career paths for Cultural Heritage	
>	T5.4	Building VET Training paths for Cultural Heritage	
	T5.5	Fostering community building through Cultural Heritage	

WP No	Task No	Task Name	
	T6.1	Preparation and adoption of a framework for the common legal statute of the KreativEu European inter-campus	
	T6.2	Digital infrastructure and tools to ensure connectivity between participating universities: development of basic digital infrastructure	
WP6	Т6.3	Digital infrastructure and tools to ensure connectivity between participating universities: upgrading the basic infrastructure with interactive communication and education infrastructure	
	T6.4	Digital infrastructure and tools to ensure connectivity between participating uni- versities: upgrading the basic infrastructure with research infrastructure	
	T6.5	Digital infrastructure and tools to ensure connectivity between participating universities: upgrading the basic infrastructure with infrastructure for building virtual organisational alliances	
	T7.1	Student mobility	
	T7.2	Staff mobility	
WP7	T7.3	Stakeholders mobility	
	T7.4	Research mobility	
	T7.5	Strategic mobility/International	
	T8.1	Joint communication strategy	
	T8.2	Communication activities	
	T8.3	Scientific outputs	
WP8	T8.4	Dissemination policy and activities	
	T8.5	Exploitation of results - Industry including SMEs, authorities, industrial authorities, policymakers, sectors of interest, civil society.	

The KreativEU will create a unique educational system that places creativity in the core of its transversal activities, being an open and innovative space for mobility, with internal and external actors benefiting from shared knowledge, training and research.

The KreativEU Alliance will dig into the following specific aims, in order to reach the ambitious vision to create an innovative, globally competitive, and attractive European education and research system, based on the exchange of knowledge and creative conservation practices towards national and local traditions, crafts and folklore, creating a full synergy with the European Research Area and the European Education Area. The KreativEU will address the following specific objectives, which are aligned with already identified needs, work packages and expected results:

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Promote high quality education towards a common European cultural memory based on the enhancement and dissemination of local and national cultural traditions, crafts, and folklore, to be promoted across different academic disciplines and fields of expertise (e.g., visual arts; music; art history; musicology; cultural heritage; ethnography; museology; art conservation; archaeology; cultural landscapes management; sound design; performance, new media and digital art; immersive technologies [augmented reality, virtual reality, AI] among many others);

Needs	Work Package	Expected result
The way national and local traditions, crafts and folklore are taught at tertiary level is still small-scale, related to local experts, and doesn't allow a successful implementation of transnational education training programmes. Tertiary education on national and local traditions all over Europe (and beyond) needs to incorporate an inter- disciplinary, international and comparative perspective and a	 WP2 – KreativEU Education. Development of transnational transdisciplinary KreativEU label aimed at teaching programmes on cultural heritage education, analysis, conservation, and promotion. Creation of transnational, interdisciplinary Bachelor degrees, Master programs and PhD curricula. 	By 2026, at least 1750 students from Portugal, Bulgaria, Czech Republic, France, Romania, Slovakia and Turkey have been educated in cultural heritage analysis, conservation and promotion, through new jointly developed KreativEU teaching units, Masters Programmes, Summer Schools and internships, with a high level of satisfaction.
multilingual and multicultural educational offer.	Designing and implementing joint Multicultural Summer Schools where Science and Society will benefit from the cultural exchange. Public lec- tures and Long-life transnational learning with small courses.	

partners will get to know each other traditions, will be able to compare and get the best out of those traditions, and will get the opportunity to identify and select those traditions that are more endangered and in need of revival, enhancement and communication, through new methodologies and creative applied research practices, in the context of the creative conservation framework. Research should be undertaken in an international, integrated manner, building interconnections between local communities, stakeholders, researchers and

scientific production.

Promote a high quality and transnational research environment, by investing upon local and national traditions, crafts and folklore (lato sensu), linking and connecting it to a broader European perspective, as to contributing to the establishment of a European University unique in its kind, capable of offering a competitive and an attractive European Research system;

Needs	Work Package	Expected result
There is no systematic or transna- tional study to date covering the relationship among the national and local traditions, crafts and folklore of the partner institu- tions. New and creative research approaches are needed as to make a comparative assessment of those traditions, crafts and folklore in order to implement benchmarking activities. Only this way researchers from all	WP3 – KreativEU Research. Mapping of national and local traditions, crafts and folklore; knowledge and experience exchange - intercultural com- parison supplemented by the economic aspect of research - theoretical, managerial con- sequences.	By 2026, at least 30 researchers from the seven Universities have been involved in the KreativEU joint research endeavour in the field of intangible and tangible cultural heritage, producing at least n. 40 high quality scientific products (research papers, case studies, books, etc.) and dissem- inating their findings to at least 2000 students.

Promoting a contemporary use of the past anchored in History,

also fostering a cross intertwining of academic and traditional perspectives, to be achieved through the implementation of creative and innovative methods for the maintenance of a common European cultural memory, as to offer new and creative pathways into its future reuse in cultural and creative industries;

Needs	Work Package	Expected result
It is of our interest to raise soci- ety's awareness on conservation	WP4 – KreativEU Culture with and for society.	By 2026, at least 25 individuals or start-ups have been supported
issues, through creative practices		by the developed Art Incubator,
in between the traditional and	Development of a transnational	with the support of a network
the erudite, and by creating a	artistic incubator based on the	of at least n. 35 stakeholders
network of stakeholders and	exchange of information from	from Portugal, Bulgaria, Czech
associated partners related to	CCI (Cultural and Creative Indus-	Republic, France, Romania,
cultural and creative industries.	tries) sectors, offering creative	Slovakia and Turkey, obtaining

There is a lack in creatively reusing old traditions, crafts and folklore as to create new and contemporary artistic manifestations and business models. There is also a lack of economic growth and jobs offers based on knowledge exchange from old traditions. They represent an unexploited resource for innovation, growth and jobs, that can bridge past, present and future memory and link education and research to society.

tries) sectors, offering creative pathways into future reuse of historical and artistic creations and traditions in cultural and creative industries.

Slovakia and Turkey, obtaining a high level of satisfaction and supporting a quarter of them (25%) in acquiring funding for their cultural and creative products/models.

which would be more tolerant, equitable and peaceful.

Commit to a sustainable use of local, national and cross border cultural traditions to generate innovative, feasible and effective solutions to global challenges, as to fighting climate-change and to contribute to a future European cultural identity much richer, embracing, inclusive, creative, digital and cohesive, strengthening the European identity;

Needs	Work Package	Expected result
There is a need to have culture in support of carbon budgets and in support of the digital transition. There is also a need to look into old traditions as to investigate whether they can help in mitigating climate-change, in pursuing the digital transition, in balancing gender equality or in promoting multicultural experiences and the respect, protection, enhancement, dissemination and reuse of the local, national and regional European artistic diversity, bringing it closer to society,	WP5–KreativEU challenged-based approach to smart sustainability. Promoting the implementation of creative, sustainable and innovative methods for the maintenance of a common European cultural memory.	By 2026, a total number of 120 experts from different disciplines and backgrounds have been involved in n. 4 challenge-based Transversal Working Groups, leading to the production of n. 15 possible solutions/models to be applied to address those challenges, building sustainabil- ity for the continuation of the Working Groups.

Establish a fully European University, aimed at creating a longterm institutional structural and strategic cooperation, for the implementation of a competitive and attractive educational model for the enhancement of the European cohesion by fostering its artistic and cultural diversity, linking education, research, innovation and service to society.

Needs	Work Package	Expected result
There is a need to settle an inter-university team (senior technicians, lecturers, research- ers, etc.) especially for the dynamization of this network and an inter-university campus (physical and virtual). We need to establish local and national focal points for the network to be built and to be sustainable in the long-term. Focal points will have the responsibility of energising the network. They will meet on a regular basis to launch the network and to support the establishment of the technical and administrative component that the network needs.	WP6 - KreativEU Heritage Euro- pean campus. Commit to a common structure of excellence as one large university offering the most advanced courses, at all academic levels, in heritage studies.	By 2024, a joint digital infra- structure, the KreativEU Inter-campus, is up and running, to be further developed and integrated with new functions and be fully operative between the seven funding members of the KreativEU Alliance by 2026.

Transversely to these specific objectives is the need to settle mobility partnerships. Transnational mobility will be of the utmost importance because it will allow students, academics and other staff to come into contact with differing cultures, traditions, crafts and folklore in their material and immaterial manifestations, expanding the holistic view that we pursue for the KreativEU. By moving around, students, academics and researchers will get to embody those national and local traditions, crafts and folklore. Or, in other words, they will be appropriating them, strengthening the European sense of belonging, which inevitably will lead students to foster the protection of this artistic manifestations, often neglected and devoted to oblivion. Our aim is to foster a better understanding on cultural practices and memory and to foster a better relationship among partners on this basis.

All of these will help us to foster a sense of belonging to all consortium members, empowering the members to voice their values, **promoting the understanding of other's uniqueness while also finding common dialogical avenues**, allowing for common educational and research activities fastened by latest digital developments available for consortium members, integrating virtual libraries, educational platforms, etc., and ensuring an inclusive **Social Campus with equal opportunities for all**. The sustainable development, entrepreneurship, and social innovation of this project will address and support mutual long-term perspective of development, engagement, and innovation, promoting the use of renewable energy, environment friendly human activities, combining the strength of the partner institutions to contribute to the attaining of EU's aspiration of integrative high standard education.

The KreativEU Alliance is also based on shared European values regarding the European Education Area (EEA) and the European Research Area (ERA), as it strengthens key priorities or lines of action by providing for open, sustainable, accessible, attractive, transdisciplinary, transnational and quality educational and research infrastructures for all, as well as bringing science close to citizens and stakeholders, improving regional/ national/ international access to excellence, promoting the integration of under-represented communities and minorities, balancing gender equality, and cultural and artistic diversity, together with issues pertaining to sustainability and sustainable economic growth, to the development of digital skills for all Europeans, and to the increase of students and staff mobility, building on the experience that partner institutions acquired through the years regarding the Erasmus programme.

The European added value pursued for the KreativEU Alliance will be strengthened by getting students, researchers, academics, and other staff getting into contact with a cultural diversity they probably would not encounter otherwise, due to the geographical coverage of the consortium. Furthermore, the **European cultural identity** will end up by being strengthened and enforced with the **multilingual and multicultural educational offer** to be provided.

Governance

The KreativEU Alliance will function with a multi-level governance, to ensure, during the four years of EU financing, a transparent and inclusive decision making combined with an effective management and control, and also grant sustainability and openness to new Universities and stakeholders joining the Alliance.

