



GreenCool - Let me influence your green self!

Skill development in the encouragement of mindset towards environmental awareness and sustainable development in the alliance of ECoC'

# Let me influence your green self!

## Leaflet



The GreenCool – ‘Let me influence your green self! - Skill development in the encouragement of mindset towards environmental awareness and sustainable development in the alliance of ECoC’ is an Erasmus+ project funded by the European Union and implemented in partnership between the University of Pannonia (coordinator), Militos Consulting S.A., Vytautas Magnus University, the West University of Timisoara and the University of Tartu.



UNIVERSITY OF PANNONIA  
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 <https://greencoolproject.eu/>

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## General goal

The general goal of the project is to develop environmental awareness among university students and to spread the thought of sustainable development among the widest possible age groups at events that attract large audience.

We committed to develop an innovative online course material and to mainstream sustainable development in all curricula for higher education students.

Recognizing the convincing power of young influencers, the project aims to reach out to all age groups of audience at cultural events and festivals in the various European Capitals of Culture to encourage environmentally conscious activity and to be active members and beneficiaries of sustainable development.



Furthermore, our goal is to equip students with communication tools and sustainable attitude to become effective advocates for advancing EU green economy and culture.



## This objective encompasses the following specific objectives:

- ✓ Greenfluence Practice Collection and Research: methodological framework for implementation by exploring influencer tools and techniques and communication channels through youth can be approached in the 21st century.
- ✓ Developing the Massive Online Open Course (MOOC): course curriculum-design and development of material in two platforms.
- ✓ Blended ECoC Greenfluencer Pilot Course on national level: the outcome of the course is a participation in an ECoC event/festival, where students can try and test their knowledge and influence audience offline.
- ✓ Blended ECoC Greenfluencer International Course: the best 4 students and 2 lecturers from each university are entitled to be present at the final Greencool ECoC event in Tartu.
- ✓ Online Interactive Platform: the MOOC material will also be available on an interactive platform where interested people - other students, academics, influencers, green experts - can access it.
- ✓ Professional Content and Guidelines for international online workshop for stakeholders to give suggestions how to integrate these techniques into subjects from any disciplines in order to provide the knowledge for any universities.







## Innovative Aspects of the Project

The innovative character of the project can be discovered in the following milestones:

- ✓ Integrating technological developments into education and knowledge sharing.
- ✓ Influencers are considered as driving force behind new initiatives and movements. Working with influencers, university students as green ambassadors is also an innovative and creative way of reaching the target group, and so it has greater impact.
- ✓ Influencers can connect easily with their followers (their audience), therefore they are able to increase awareness and drive action among them. It seems innovative to try out of 21st-century influencer techniques offline, using online technology in offline environment.
- ✓ The other innovative aspect is that all university project partners are located in European Capitals of Culture in the next three years. Their university and city (ECOC) values and challenges bond them together as they all focus on integrity, community, engagement, sustainability, heritage, innovation, and awareness of diversity.



# Greenfluencer – innovative green communication MOOC

The GreenCool partnership developed the 'Greenfluencer innovative green communication' MOOC, that includes 5 Modules:

Module 1 is about the introduction to soil biodiversity and circular and creative communication with symbols.

Module 2 is on the key concepts and fundamentals of the following communication and speech delivery techniques: blogging, elevator pitch, Pecha Kucha, Oxford debate and TEDx talk and also the essential elements of the following green issues: zero waste, food waste, bioeconomy, precision economy and circular economy.



Module 3 is about digital video crafting on social responsibility and responsible consumption.

Module 4 is about sustainable living, fashion and the way a story is crafted by persuasion.

Module 5 is on creative communication by arts and smart mobility.



In each module there is a Knowledge part with introduction to the given communication- presentation method and some basics of the given green issue. In the Inspiration part students will see examples combined with some exercises. Finally in the Action part students can practice by combining the learnt communication techniques with the green issues.

▼ Collapse all

## Greenfluencer


innovative green communication



Welcome to Greencool online course!

You are entering a world that combines green issues with communication methods and techniques. Going through this green path with the help of the systematically built 5 Modules you will be able understand, learn, inspired in order to have an opinion about the issues and express yourself in the best possible way.

If questions or problems with the course occur, please contact **the moderator Anastasiia** by e-mail, [anastasiia.turusinova@ut.ee](mailto:anastasiia.turusinova@ut.ee), or via general course forum.

 Announcements





The University of Pannonia organised the GreenCool Summer Workshop with lecturers, experts, students and influencers to develop the GreenCool training material at Lake Balaton in the last week of June 2023.

The summer workshop was part of the MOOC development therefore aimed to provide a platform to stakeholders to discuss how to build up the course material for teaching purposes (combination of online and class-room teaching) and also for the interactive online platform that will be available for everyone.





## Blended ECoC Greenfluencer pilot course (national level)

After the MOOC course development in 2023 September, Blended ECoC Greenfluencer pilot course (blended learning: online lessons and offline classroom lessons) at national level in the national language at four European Capital of Culture Universities (Tartu, Kaunas, Timisoara and Veszprém) have started. The aim of the course is to develop individual opinions on green topics based on the course content and to implement an individual, pair or group project on a green topic by participating in an event using a communication tool according to students' choices. The seminar is informative, interactive, provocative and practical. The methodology of the course is blended, which means that in addition to the online learning modules students have a presentation/activity during an ECoC event or in an ECoC place in front of the public audience.



## Local ECoC GreenCool events

The outcome of the national Greenfluencer pilot course is a participation in a GreenCool ECoC Event in Veszprém, Tartu, Timisoara and Kaunas in November-December 2023, where students can try and test their knowledge and influence audience offline in all ECoC cities.