DEVELOPING ENVIRONMENTALLY RESPONSIBLE PRACTICES IN THE AUDIOVISUAL AND MULTIMEDIA SECTORS WITH CREATIVEINGREEN TRAINING COURSES



CREATIVEinGREEN is an Erasmus+ co-funded project that aims to foster innovation and sustainability in the Cultural and Creative Sectors (CCS) by equipping learners and educators with green and digital skills. This project responds to the growing need for creative professionals to adapt to the digital transformation while addressing environmental challenges through responsible design practices. By combining user-centered methodologies, AI-enhanced UX/UI design, and sustainable entrepreneurship principles, CREATIVEinGREEN promotes a forward-thinking curriculum that supports ethical awareness, interdisciplinary collaboration, and practical engagement with real-world challenges in the audiovisual and media (AVM) sector

The CREATIVEinGREEN Training Courses offers a structured learning pathway designed to help professionals in the audiovisual and multimedia sectors integrate more sustainable and environmentally responsible practices into their daily work. Developed through a European collaboration of experts, the courses combine practical knowledge, interactive activities, and real-world examples to support greener decision-making across creative workflows. Through this online programme, learners can explore key sustainability concepts, discover tools and strategies tailored to creative industries, and build the skills needed to reduce environmental impact while maintaining high-quality production standards.

CREATIVEINGREEN TRAINING COURSES

The CREATIVEinGREEN Training Courses are available in seven languages (English, French, Italian, Portuguese, Turkish, Greek and Bulgarian) and are delivered via the Moodle platform—a flexible, open-source Learning Management System trusted by millions of learners worldwide. The platform is complemented by the project's serious game, creating a comprehensive, interactive, and engaging learning experience.

At this stage, it is already operational with two courses: "**Training Course 1:** Green the Web – Sustainable UX/UI Design" and **"Training Course 2:** Empowering Creative Entrepreneurship in the D: User Research & Information Architecture" (Table 1). Each course is worth 2 ECTS credits. These credits help students study in different countries and have their qualifications and study periods abroad recognized. ECTS also lets credits earned at one university count toward a degree at another.

Co-funded by the European Union

PROJECT 2024-1-PT01-KA220-HED-000247462 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- CREATIVEINGREEN

Table 1 - CREATIVEinGREEN Training Courses Content

CREATIVEinGREEN Training Courses	Modules
Training Course 1: *Green the Web – Sustainable UX/UI Design* (2ECTS)	Module 1: Introduction To UX/UI & Sustainability Module 2: User Research & Information Architecture Module 3: Low-Fidelity Prototyping & Sustainable UI Module 4: Accessibility & Ethical Design Module 5: High-Fidelity UI Design & AI Integration Module 6: Usability Testing & Data-Driven Design Module 7: Sustainable Digital Business & Future Trends Final Presentation – Final Exam
Training Course 2: ***Empowering Creative Entrepreneurship in the D: User Research & Information Architecture*** (2ECTS)	Module 1: UX/UI & Business Strategy Module 2: AI-Driven UX/UI Workflows Module 3: Creative Problem-Solving & Design Thinking Module 4: UX/UI Careers & Freelancing Module 5: Advanced UX/UI & AI-Enhanced Personalisation Module 6: Agile UX & Industry Workflows Module 7: Capstone Project & Industry Integration Final Presentation – Final Exam

Users can learn about the project's goals, objectives, learning outcomes, and certification process, all accessible through the official CREATIVEinGREEN website: **https://creativeingreen.eu/**

To keep updated about CREATIVEinGREEN Training Courses, follow the Moodle platform at: **https://moodle.creativeingreen.eu/**
In an era shaped by rapid digital transformation and urgent environmental challenges, the CREATIVEinGREEN project rises as a catalyst for meaningful change within the European Audio-Visual and Multimedia (AVM) sector. Supported by the Erasmus+ Programme (KA220-HED), CREATIVEinGREEN aspires to inspire a new generation of creative professionals by championing innovation, sustainability, and digital excellence through a bold and forward-thinking educational approach.

Develop your skills with CREATIVEinGREEN courses, make a difference, and encourage others to do the same!



Co-funded by the European Union

PROJECT 2024-1-PT01-KA220-HED-000247462 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- CREATIVEINGREEN