



SMART-HEAD

Sustainable Mindset and AI-Supported
Digital Transformation in Higher Education

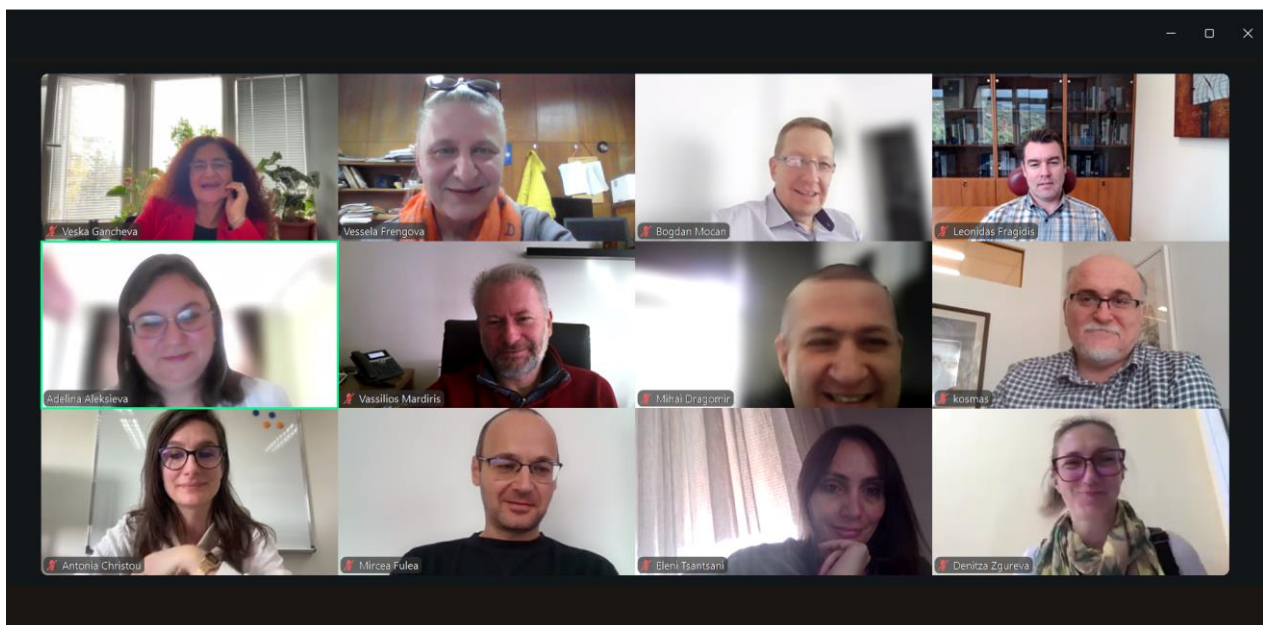
NEWSLETTER No. 1

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SUSTAINABLE MINDS. SMARTER CHOICES.

SMART-HEAD begins

A European partnership for sustainable mindsets and digital transformation



Representatives of the four partner universities at the online kick-off meeting, November 2025.

SMART-HEAD launched in autumn 2025 as a European partnership committed to transforming sustainability education and helping university students connect knowledge with responsible choices, practical action and lasting change.

36
months

PROJECT WEBSITE

4
partner universities

<https://smarthead.tu-sofia.bg/>

€400,000
Erasmus+ funding

Inside SMART-HEAD

WHY SMART-HEAD?

Sustainability is often presented as a broad concept, but meaningful change depends on how people think, evaluate information and act in everyday life. SMART-HEAD connects learning with real-life environmental and social challenges, using micro-learning, gamification, practical activities and AI-supported analysis to strengthen students' critical thinking, problem-solving skills and active participation.

THE PROJECT IN ONE SENTENCE

Through innovative digital learning and responsible use of AI, SMART-HEAD supports educators and empowers students to build a value system based on sustainable living, make informed choices and take meaningful individual and collective action.

What the partnership will create

- A digital ecosystem with a content-management database, cloud services and a mobile application.
- A methodology for teaching sustainability through short digital resources and learning experience design.
- 365 daily educational cards, supporting information, monthly quizzes and practical micro-actions.
- Tools for personal progress, feedback and responsible personalisation of learning content.
- Multilingual resources that support exchange among students and educators in Bulgaria, Romania, Greece and Cyprus.

Four universities, one shared direction

Technical University of Sofia

Project coordinator; leads project management and the digital ecosystem, including the database, mobile application, AI-supported functionalities and content-management tools.

Democritus University of Thrace

Coordinates content review and multilingual adaptation; develops AI-supported analysis, content-management and activity-tracking modules and leads the final validation workshop.

Technical University of Cluj-Napoca

Leads dissemination and sustainability; coordinates the educational methodology and pilot resources and develops modules for personalised advice, additional questions and linked learning content.

Cyprus University of Technology

Leads digital educational resources and sustainability education; contributes to requirements analysis, the sustainability chatbot, pilot implementation, user feedback and impact evaluation.

All partners contribute to the creation, testing, translation and implementation of the educational resources and to student and educator training and project dissemination.



Introducing SMART-HEAD at TUS, 27 November 2025

VISIT THE PROJECT WEBSITE

smarthead.tu-sofia.bg



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