



SMART-HEAD

Sustainable Mindset and AI-Supported
Digital Transformation in Higher Education

PROJECT LEAFLET

2025-2028

Cooperation partnership in higher education

SUSTAINABLE MINDS. SMARTER CHOICES.

Sustainability as a mindset — and a way of life

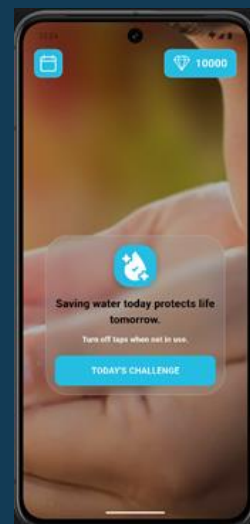
SMART-HEAD helps university students transform sustainability knowledge into informed choices, lasting habits and active participation in solving environmental and social challenges.

WHY SMART-HEAD?

Sustainability can feel broad and distant from everyday student life. SMART-HEAD makes it tangible through short digital learning experiences, practical micro-actions, reflection and responsible use of artificial intelligence.

THE PROJECT CONNECTS

- **Learning** with daily choices and real-life challenges.
- **Digital tools** with critical thinking and active participation.
- **Personal habits** with wider environmental and social impact.



**One meaningful sustainability idea.
One practical action. Every day.**

36

months

4

universities

17

UN SDGs

365

daily cards

Who is it for?

STUDENTS

Bachelor's and Master's students developing sustainable habits, critical thinking and problem-solving skills.

EDUCATORS

Higher education lecturers using innovative digital resources and transdisciplinary teaching approaches.

WIDER COMMUNITY

Universities, businesses and other organisations interested in sustainability education and reusable results.

What we aim to change

UNDERSTANDING

Make sustainability clear, relevant and connected with everyday decisions.

PARTICIPATION

Encourage critical thinking and active responses to environmental and social problems.

VALUES

Support progress towards a value system grounded in sustainable living.

DISCOVER SMART-HEAD

smarthead.tu-sofia.bg

How SMART-HEAD turns knowledge into action

The project combines educational methodology, digital content and an evolving technological ecosystem to support sustainable learning across disciplines.

A simple learning cycle

1 LEARN	2 ACT	3 REFLECT
Discover one clear sustainability idea through concise digital content.	Connect knowledge with a practical micro-action in everyday life.	Use questions, quizzes and feedback to strengthen understanding and habits.
01 METHODOLOGY A practical approach that helps educators create, adapt and use digital resources for sustainability learning in different disciplines.	02 DIGITAL ECOSYSTEM A content database, mobile application, quizzes, personal progress tools and gamification designed for students in European higher education.	
03 EDUCATIONAL RESOURCES Daily cards, practical micro-actions, linked scientific and popular-science resources, monthly quizzes and topic-specific questions.	04 CONTINUOUS IMPROVEMENT Piloting, feedback and AI-assisted analyses will support relevant content, personalised guidance and long-term development of the project results.	

What students will experience

- **Daily sustainability cards** with clear messages and practical actions.
- **Monthly quizzes** and personal progress supported by optional gamification.
- **Activities and advice** connected with sustainable mobility, consumption and everyday habits.
- **Accessible content** in English, Bulgarian, Greek and Romanian.

THE LONG-TERM AMBITION

A shift from knowing about sustainability to building a value system based on sustainable living.

Expected impact

AWARENESS	COMPETENCES	LASTING CHANGE
Greater student understanding and engagement with sustainable development.	Stronger digital, information-assimilation and problem-solving skills.	Sustainable choices carried into students' personal and professional lives.

Four universities, one shared direction

Technical University of Sofia (coordinator) · Technical University of Cluj-Napoca
Democritus University of Thrace · Cyprus University of Technology

VISIT THE PROJECT WEBSITE

smarthead.tu-sofia.bg



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