

BtheChange



Innovative Higher Education for Environmental Sustainability

The BtheChange project aims to develop an Interactive Educational Program on climate change via social media video education that will promote Higher Education students' learning on climate change and its consequences whilst eliciting more pro-environmental behaviour. By utilizing **Artificial Intelligence** and **Machine Learning** methodologies, social media videos will be analysed and created to correspond to effective criteria for pro-environmental behaviour and belief changes on the subject.

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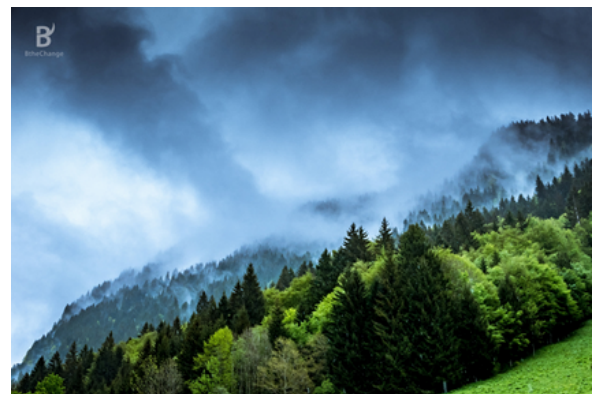
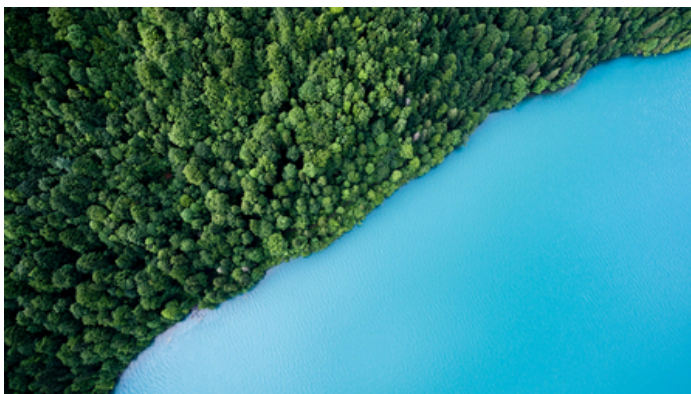
Issue #4

Project Updates

Final Project meeting in Halmstad, Sweden!

Final dissemination events by all partners in their respective countries.

BtheChange is coming to an end - Overall Impact and Achievements



Project Updates

Final Project Meeting in Halmstad, Sweden!

On Friday, 6 September 2024, the BtheChange project partners met in Halmstad, Sweden, for the third and final Transnational Project Meeting, hosted by Halmstad University.

Representatives from Halmstad University (SW), C.I.P. (CY), UCLan (CY), University of Montpellier (FR), and University of Western Macedonia (GR) reviewed the significant progress made in implementing project outcomes and outlined the final steps for project completion.

The meeting fostered collaborative discussions, setting a clear roadmap for finalizing deliverables and ensuring sustainable impact beyond the project's conclusion.



Final Dissemination Events by all partners in their respective countries

Our project partners have successfully carried out their final national dissemination events across their respective countries, marking a significant milestone in the project's outreach efforts.

These events brought together higher education students and educators, local stakeholders, and beneficiaries, creating a platform to share the project's overarching goals, key achievements, and future ambitions.

Engaging discussions highlighted urgent climate issues and underscored the importance of collective action toward a sustainable future.

By focusing on the role of education, innovation, and collaborative strategies, these events emphasized the project's commitment to fostering sustainable practices and empowering communities for lasting environmental impact.



BtheChange is coming to an end - Overall Impact and Achievements

As BtheChange reaches its conclusion, the project proudly reflects on its impact in fostering a global culture of sustainability and social responsibility. Through innovative approaches, methodologies and peer-led initiatives, BtheChange empowered university students and communities to actively engage in climate education and ethical consumerism.

The project's interdisciplinary collaborations and tailored learning methods have left a lasting mark, creating a strong foundation for continued growth in sustainable practices within educational and societal contexts worldwide.

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