

THE GREENTOC JOURNEY BEGINS

December 2024 - August 2025



From project launch to an evidence-based blueprint for green transformation learning.

During its first nine months, GreenToC established its partnership model, listened to experts and employers across Europe, and translated their needs into the foundations of a new learning ecosystem.

Erasmus+ Cooperation Partnership in Higher Education

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The foundations of a European learning partnership

GreenToC officially began on 1 December 2024 with a clear mission: connect Higher Education and the labour market to build sustainability capabilities through Theory of Change, AI and practical learning.



THE FIRST NINE MONTHS



THE FIRST PHASE HAD ONE CORE PRINCIPLE

Listen first. Design second.

The consortium began with stakeholder research rather than assumptions. Evidence from academics, sustainability specialists, technology experts and employers would determine the content, structure and digital requirements of the GreenToC courses.

A shared direction from day one

27-28 JANUARY 2025 | TIMISOARA, ROMANIA

The GreenToC Kick-off Meeting brought the consortium together to turn the approved proposal into a practical system of responsibilities, decisions, deadlines and quality safeguards.



Work package planning and consortium coordination during the two-day meeting.

HOW THE PARTNERS WOULD WORK

- A steering committee would coordinate and monitor implementation.
- Online coordination meetings would take place at least once a month.
- Email and Google Drive remained the formal network, supported by WhatsApp for quick updates.
- Six-month technical and financial progress reporting was agreed.

WP5 LEAD: INFINITYGREECE

- Develop the dissemination and sustainability strategy
- Create a consistent visual identity and templates
- Coordinate website and social media development
- Mobilise all partners to create posts and articles
- Build long-term visibility and exploitation pathways

Listening before designing: the WP2 research phase

Focus groups and interviews were conducted in Cyprus, Greece, Malta, Portugal and Romania to understand the educational gaps, technical opportunities and labour-market needs that GreenToC should address.

23

technology and ToC experts

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environmental and sustainability experts

18

labour-market interviews



Examples of GreenToC focus groups in Romania. All national activities followed common protocols and ethical safeguards.

THREE COMPLEMENTARY LENSES

01

Environmental experts

Curriculum reform, climate literacy, sustainability skills and experiential learning.

02

Technology + ToC experts

Digital competencies, AI ethics, institutional readiness and outcome-driven planning.

03

Labour market

Green skills, employability trends, learning formats and closer university-employer collaboration.

What stakeholders told GreenToC

National and summative reports transformed individual conversations into a shared European evidence base. Three consistent messages emerged.

SUSTAINABILITY EDUCATION

Universities need systems thinking, climate literacy and values-based education across disciplines. Learning should become experiential, participatory and connected to real-world challenges.

TECHNOLOGY WITH PURPOSE

Theory of Change can align learning with long-term sustainability outcomes. AI, blockchain and IoT offer value only when used ethically, inclusively and with awareness of digital exclusion and greenwashing.

LABOUR-MARKET RELEVANCE

Employers need ESG, circular-economy, energy-efficiency and data-informed skills. They prefer practical, stackable learning and want a stronger role in curriculum co-design.

FROM EVIDENCE TO ACTION

The research did more than describe problems. It defined the design principles for the next GreenToC outputs:

- Interdisciplinary and modular learning
- Theory of Change as a planning and evaluation roadmap
- Ethical, inclusive use of AI and digital tools
- Project-based and real-world problem solving

Second Transnational Partner Meeting in Nicosia

26-27 JUNE 2025 | UNIVERSITY OF NICOSIA, CYPRUS



Two days of review, co-design and next-step planning in Nicosia.

WHAT WAS REVIEWED

- The consolidated WP2 report and its evaluation process
- The macrostructure and content direction of the Green Transformation courses
- The preliminary concept of the e-learning platform
- Social media channels, website development and academic dissemination
- Quality reporting and the timeline toward the Portugal TPM

A KEY TRANSITION POINT

The meeting marked the shift from research to learning design. Partners agreed that the courses would use three connected modules and that the online platform should support blended, practical and collaborative learning.

The first platform concept was discussed, and all partners were invited to contribute ideas before development advanced.

Turning the evidence into a learning blueprint

By the end of August, the consortium had a shared evidence base, a three-module direction for the courses and a clear list of technical and pedagogical principles for the next implementation stage.



Sustainability foundations

Climate change, green transformation, the SDGs and the role of Higher Education Institutions.



AI + Theory of Change

AI foundations and ethics, combined with ToC for strategic planning and green innovation.



Digital tools in action

Applying ToC, AI and emerging technologies to real green-transformation challenges and case studies.

CONSOLIDATION BEFORE THE NEXT STAGE

- The Consolidated Report was prepared for consortium review and quality evaluation.
- Translations were organised in Greek, Portuguese and Romanian.
- The student-course macrostructure was scheduled for completion in August.
- Partner stories and communication assets were collected for coordinated dissemination.

THE NEXT CHAPTER

Course content development and technical platform integration would accelerate from September 2025 onward.

The first-phase foundations were in place

GreenToC entered its next phase with a functioning consortium, an evidence-based direction and the first building blocks of its communication and learning ecosystem.

WHAT HAD BEEN ESTABLISHED

- Governance, quality and risk-management frameworks
- Common protocols for focus groups and interviews
- National, summative and consolidated research reports
- Visual identity and coordinated communication materials
- Social channels implemented and website development underway

WHAT WOULD FOLLOW

- Detailed content for the two three-module courses
- E-learning platform development and integration
- Internal peer review, translation and fine-tuning
- Pilot teaching and real-world student experience
- Santarém TPM and Malta LTTA

FOLLOW THE PROJECT

greentoc.eu

Project updates, methodology, resources and results.

THE GREENTOC CONSORTIUM

- Universitatea Tibiscus din Timisoara - Romania
- University of Malta - Malta
- Santarém Polytechnic University - Portugal
- University of Nicosia - Cyprus
- Eurosuccess Consulting - Cyprus
- iReset - Cyprus
- Infinitivity Design Labs - France
- InfinityGreece - Greece

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