Project Launch of “**Innovative Higher Education for Environmental Sustainability – BtheChange**”

A partnership of 4 European world-class universities and 1 educational research centre has begun since November in a two-year project titled “BtheChange: Innovative Higher Education for Environmental Sustainability”. The 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 [#artificialintelligence](https://www.facebook.com/hashtag/artificialintelligence?__eep__=6&__cft__%5b0%5d=AZUHJNivSZ0fuGoVmVOg7qP7c9uvN4c3EUUXClWWMYSCWKkxEYQs7LsmZSqBNtmjkVUn4ZmjAAlGnxuFbcYK2YtEV9IrQj86ikirUJH3JfW747cRO5xN5H481LFCnQy7W35fSvSLILN4WDVUd6tkAm9eGewFy8LdSwdAXo-ER4SYAA&__tn__=*NK-y-R) and [#machinelearning](https://www.facebook.com/hashtag/machinelearning?__eep__=6&__cft__%5b0%5d=AZUHJNivSZ0fuGoVmVOg7qP7c9uvN4c3EUUXClWWMYSCWKkxEYQs7LsmZSqBNtmjkVUn4ZmjAAlGnxuFbcYK2YtEV9IrQj86ikirUJH3JfW747cRO5xN5H481LFCnQy7W35fSvSLILN4WDVUd6tkAm9eGewFy8LdSwdAXo-ER4SYAA&__tn__=*NK-y-R) methodologies, social media videos will be analysed and created to correspond to effective criteria for pro-environmental behaviour and belief changes on the subject. Partners met in Cyprus at the beginning of December to plan out the course of the project and define the criteria used for the algorithms early on to compile a collection of videos to kick-start the process.

The partnership consists of [Halmstad University](https://www.facebook.com/HalmstadUniversity?__cft__%5b0%5d=AZUHJNivSZ0fuGoVmVOg7qP7c9uvN4c3EUUXClWWMYSCWKkxEYQs7LsmZSqBNtmjkVUn4ZmjAAlGnxuFbcYK2YtEV9IrQj86ikirUJH3JfW747cRO5xN5H481LFCnQy7W35fSvSLILN4WDVUd6tkAm9eGewFy8LdSwdAXo-ER4SYAA&__tn__=-%5dK-y-R) in Sweden (leading organization), [Citizens In Power / Πολίτες Σε Ισχύ](https://www.facebook.com/citizensinpower?__cft__%5b0%5d=AZUHJNivSZ0fuGoVmVOg7qP7c9uvN4c3EUUXClWWMYSCWKkxEYQs7LsmZSqBNtmjkVUn4ZmjAAlGnxuFbcYK2YtEV9IrQj86ikirUJH3JfW747cRO5xN5H481LFCnQy7W35fSvSLILN4WDVUd6tkAm9eGewFy8LdSwdAXo-ER4SYAA&__tn__=-%5dK-y-R) (Cyprus), [UCLan Cyprus](https://www.facebook.com/UCLanCyprus?__cft__%5b0%5d=AZUHJNivSZ0fuGoVmVOg7qP7c9uvN4c3EUUXClWWMYSCWKkxEYQs7LsmZSqBNtmjkVUn4ZmjAAlGnxuFbcYK2YtEV9IrQj86ikirUJH3JfW747cRO5xN5H481LFCnQy7W35fSvSLILN4WDVUd6tkAm9eGewFy8LdSwdAXo-ER4SYAA&__tn__=-%5dK-y-R), [Université de Montpellier](https://www.facebook.com/univmontpellier?__cft__%5b0%5d=AZUHJNivSZ0fuGoVmVOg7qP7c9uvN4c3EUUXClWWMYSCWKkxEYQs7LsmZSqBNtmjkVUn4ZmjAAlGnxuFbcYK2YtEV9IrQj86ikirUJH3JfW747cRO5xN5H481LFCnQy7W35fSvSLILN4WDVUd6tkAm9eGewFy8LdSwdAXo-ER4SYAA&__tn__=-%5dK-y-R) (France), and the [University of Western Macedonia - Πανεπιστήμιο Δυτικής Μακεδονίας](https://www.facebook.com/UNIVWM?__cft__%5b0%5d=AZUHJNivSZ0fuGoVmVOg7qP7c9uvN4c3EUUXClWWMYSCWKkxEYQs7LsmZSqBNtmjkVUn4ZmjAAlGnxuFbcYK2YtEV9IrQj86ikirUJH3JfW747cRO5xN5H481LFCnQy7W35fSvSLILN4WDVUd6tkAm9eGewFy8LdSwdAXo-ER4SYAA&__tn__=-%5dK-y-R) (Greece).

Regarding [University of Western Macedonia - Πανεπιστήμιο Δυτικής Μακεδονίας](https://www.facebook.com/UNIVWM?__cft__%5b0%5d=AZUHJNivSZ0fuGoVmVOg7qP7c9uvN4c3EUUXClWWMYSCWKkxEYQs7LsmZSqBNtmjkVUn4ZmjAAlGnxuFbcYK2YtEV9IrQj86ikirUJH3JfW747cRO5xN5H481LFCnQy7W35fSvSLILN4WDVUd6tkAm9eGewFy8LdSwdAXo-ER4SYAA&__tn__=-%5dK-y-R) (Greece), the Department of Management Science and Technology is involved and was represented by Assoc. Prof. Vaggelis Saprikis.

For more information, please follow our Facebook: [https://lnkd.in/d3RbpAfy](https://lnkd.in/d3RbpAfy?fbclid=IwAR07dnhqbIB1EWFIEJan1QZQsFrg829VE-_D5Qt9e38IC_pxOdhT6oJSVM0)

and LinkedIn: [https://lnkd.in/drW8TJgS](https://lnkd.in/drW8TJgS?fbclid=IwAR02IqQYq1VhLY3SfznJlh2mr7TtXlad7bdtXT8DGZQIM0KxxAR1KgyWViY)

and stay tuned for our website, which is coming soon!

[#BtheChange](https://www.facebook.com/hashtag/bthechange?__eep__=6&__cft__%5b0%5d=AZUHJNivSZ0fuGoVmVOg7qP7c9uvN4c3EUUXClWWMYSCWKkxEYQs7LsmZSqBNtmjkVUn4ZmjAAlGnxuFbcYK2YtEV9IrQj86ikirUJH3JfW747cRO5xN5H481LFCnQy7W35fSvSLILN4WDVUd6tkAm9eGewFy8LdSwdAXo-ER4SYAA&__tn__=*NK-y-R) [#HigherEducation](https://www.facebook.com/hashtag/highereducation?__eep__=6&__cft__%5b0%5d=AZUHJNivSZ0fuGoVmVOg7qP7c9uvN4c3EUUXClWWMYSCWKkxEYQs7LsmZSqBNtmjkVUn4ZmjAAlGnxuFbcYK2YtEV9IrQj86ikirUJH3JfW747cRO5xN5H481LFCnQy7W35fSvSLILN4WDVUd6tkAm9eGewFy8LdSwdAXo-ER4SYAA&__tn__=*NK-y-R) [#ClimateChange](https://www.facebook.com/hashtag/climatechange?__eep__=6&__cft__%5b0%5d=AZUHJNivSZ0fuGoVmVOg7qP7c9uvN4c3EUUXClWWMYSCWKkxEYQs7LsmZSqBNtmjkVUn4ZmjAAlGnxuFbcYK2YtEV9IrQj86ikirUJH3JfW747cRO5xN5H481LFCnQy7W35fSvSLILN4WDVUd6tkAm9eGewFy8LdSwdAXo-ER4SYAA&__tn__=*NK-y-R) [#AI](https://www.facebook.com/hashtag/ai?__eep__=6&__cft__%5b0%5d=AZUHJNivSZ0fuGoVmVOg7qP7c9uvN4c3EUUXClWWMYSCWKkxEYQs7LsmZSqBNtmjkVUn4ZmjAAlGnxuFbcYK2YtEV9IrQj86ikirUJH3JfW747cRO5xN5H481LFCnQy7W35fSvSLILN4WDVUd6tkAm9eGewFy8LdSwdAXo-ER4SYAA&__tn__=*NK-y-R) [#MachineLearning](https://www.facebook.com/hashtag/machinelearning?__eep__=6&__cft__%5b0%5d=AZUHJNivSZ0fuGoVmVOg7qP7c9uvN4c3EUUXClWWMYSCWKkxEYQs7LsmZSqBNtmjkVUn4ZmjAAlGnxuFbcYK2YtEV9IrQj86ikirUJH3JfW747cRO5xN5H481LFCnQy7W35fSvSLILN4WDVUd6tkAm9eGewFy8LdSwdAXo-ER4SYAA&__tn__=*NK-y-R) [#SustainabilityEducation](https://www.facebook.com/hashtag/sustainabilityeducation?__eep__=6&__cft__%5b0%5d=AZUHJNivSZ0fuGoVmVOg7qP7c9uvN4c3EUUXClWWMYSCWKkxEYQs7LsmZSqBNtmjkVUn4ZmjAAlGnxuFbcYK2YtEV9IrQj86ikirUJH3JfW747cRO5xN5H481LFCnQy7W35fSvSLILN4WDVUd6tkAm9eGewFy8LdSwdAXo-ER4SYAA&__tn__=*NK-y-R)