



Knowledge & Creativity
European University

Polytechnic
University of Tomar
Portugal



Jihočeská univerzita
v Českých Budějovicích
University of South Bohemia
in České Budějovice



UNIVERSITÄT GRIEFWALD
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SCIENCE AND TECHNOLOGY UNIVERSITY



D8.2

KreativEU website in all the
languages of the partner HEIs

Version 1.0 | December 2025



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the European Union

D8.2

KreativEU website in all the languages of the partner HEIs

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Description:	<p>Format: website.</p> <p>Language: Bulgarian, Czech, Dutch, German, Italian, Polish, Portuguese, Romanian, Slovak, Swedish and Turkish. It is already available in English (KreativEU.org).</p> <p>The KreativEU website will be the main tool for communication, and it will be an important deliverable of the pilot phase. Its main features will be designed and contained in the communication strategy produced during the first months of the first funding period, and it will integrate the KreativEU visual identity, the European Commission and Erasmus+ visual identity guidelines, and each involved HEI's own communication policies and visual identity.</p> <p>The website will be multi-language to accommodate the needs of students, staff and stakeholders from all involved countries.</p>
Dissemination level:	PU – Public

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PART A: THE DELIVERABLE

1 Acronyms and Abbreviations

Acronym / Abbreviation	Full Term
Benef.	Beneficiary
GB	Government bodies
ATU	Adana Alparslan Türkeş Science and Technology University(ATU), Türkiye
BUas	BREDA UNIVERSITY OF APPLIED SCIENCES (BUas), Netherlands
IPT	INSTITUTO POLITÉCNICO DE TOMAR - Polytechnic University of Tomar (IPT), Portugal,
OUTech	POLITECHNIKA OPOLSKA – Opole University of Technology (OUTech), Poland
SH	SÖDERTÖRNS HÖGSKOLA - Södertörn University (SH), Sweden
TAE	СТОПАНСКА АКАДЕМИЯ „ДИМИТЪР А. ЦЕHOB“ - D. A. Tsenov Academy of Economics (TAE), Bulgaria
TUT	TRNAVSKÁ UNIVERZITA V TRNAVE – University of Trnava (TUT), Slovakia
USB	Jihočeská univerzita v českých budějovicích - University of South Bohemia in České Budějovice (USB), Czechia
UNICAM	UNIVERSITÀ DEGLI STUDI DI CAMERINO - University of Camerino (UNICAM), Italy
UG	UNIVERSITÄT GREIFSWALD - University of Greifswald (UG), Germany
VUT	UNIVERSITATEA VALAHIA DIN TÂRGOVIȘTE - Valahia University of Targoviste (VUT), Romania
WP	Work Package
WP1	Work package 1 - Governance and Management;
WP2	Work package 2 - Education;
WP3	Work package 3 - Research;
WP4	Work package 4 - KreativEU Culture with and for society;
WP5	Work package 5 - KreativEU knowledge-creation and design network on smart sustainability;
WP6	Work package 6 - KreativEU Heritage European campus;
WP7	Work package 7 - KreativEU Mobility;
WP8	Work package 8 - KreativEU communication, dissemination, exploitation.
WP_Co-Leaders	Work Package Co-Leaders

Acronym / Abbreviation	Full Term
WP_Leaders	Work Package Leaders
WP_Team	Work Package Team

2 Executive Summary

This document presents the development and implementation of the translated website of the KreativEU, a key milestone in strengthening the Alliance's visibility, and engagement at the European and global levels.

The website serves as the central communication hub for disseminating information about the Alliance's mission, values, governance, activities, and opportunities. It ensures that students, staff, partners, and external stakeholders across different linguistic contexts can access relevant content in a clear, inclusive, and user-friendly manner.

The translation of the website into multiple languages reflects the Alliance's commitment to multilingualism, inclusivity, and cultural diversity, in line with the principles of the European Education Area. The translated interface enhances user experience, facilitates transparency, and supports the active participation of all partner institutions. It also broadens the Alliance's outreach by making information accessible to regional communities, prospective international students, and strategic partners.

The work conducted includes:

- The definition of a multilingual content strategy aligned with the Alliance's identity and communication objectives;
- Coordination among partners to ensure accurate, coherent, and context-appropriate translations;
- Technical integration of multilingual functionalities into the website architecture;
- Quality assurance procedures to ensure linguistic accuracy and consistency;
- Deployment of a sustainable workflow for continuous updates and future content additions.

The translated website contributes significantly to the Alliance's visibility, cohesion, and communication impact, reinforcing a shared European identity and facilitating broader dissemination of its initiatives. It also establishes a foundation for future digital enhancements, including interactive features and multilingual communication tools.

Overall, this deliverable marks an essential step toward building a fully accessible, inclusive, and internationally oriented digital presence for the KreativEU.

The translated website in all the 11 languages of the partner institutions was published on-line on 9 November, 2025 at <https://www.kreativeu.org>, as part of WP8 communication, dissemination and exploitation activities.

3 D8.2 KreativEU website in all the languages of the partner HEIs

Introduction

The KreativEU Project

The eleven Universities forming the KreativEU consortium agreed to the common goal of establishing a fully European University, that places the creative potential derived from Europe's cultural heritage at the heart of its teaching, research and knowledge transfer activities.

Committing to a long-term institutional, structural and strategic cooperation, the partners will jointly implement an ambitious yet inclusive vision for transforming the study of culture, identity, memory and heritage for the benefit of society.

Building upon this strong foundation, KreativEU will provide innovative concepts, methods, and solutions to address both current and future challenges, contributing to a sustainable and harmonious future for communities and the environment alike.

KreativEU recognizes the inseparable interconnection of tangible and intangible cultural heritage, as well as the interwoven nature of local and national traditions, crafts, cultural practices, and folklore.

The alliance is dedicated to formulating cutting-edge educational and research programmes that re-evaluate these elements and their associated ecological surroundings, the lived environment, especially in the context of the digital age. This ecocultural vision serves as the foundational principle guiding KreativEU's efforts, ensuring that a new generation of EU citizens working together across cultures, borders, languages, sectors and disciplines will be educated. Students from the KreativEU are expected to be leaders of change and enablers of societal transformation.

To reach this vision, the KreativEU Alliance will work towards the completion of 8 work packages (WP1 - Governance and Management; WP2 - KreativEU Education; WP3 - KreativEU Research; WP4 - KreativEU Culture with and for society; WP5 - KreativEU Knowledge-creation and design network on Smart Sustainability WP6 - KreativEU Heritage European campus; WP7 - KreativEU Mobility; WP8 - Communication and Dissemination).

Aim and Scope of the Deliverable

The aim of this document is to provide a comprehensive overview of the development, implementation, and deployment of the translated version of the KreativEU website, ensuring full multilingual access for all members of the alliance and its wider communities. The translated website supports the alliance's commitment to inclusiveness, cultural diversity, and equal access to information across all partner institutions, as part of WP8 communication, dissemination and exploitation activities.

This document outlines the processes, tools, and coordination mechanisms used to translate the website's content into the official languages of the KreativEU partner institutions.

The scope of this deliverable includes:

- Translation of website sections, such as the About, University, Cooperation, Research;
- Technical integration of multilingual features into the website architecture, ensuring usability, access, and compliance with web standards;
- Adaptation of visual and editorial elements to support multilingual navigation and cultural relevance;
- Identification of workflows for continuous updates, ensuring the sustainability of multilingual content.

By establishing a fully translated website, this deliverable strengthens KreativEU's visibility and inclusivity. It ensures that students, staff, stakeholders, and external audiences can engage with the alliance's mission and activities in their preferred language, thereby enhancing cohesion, participation, and long-term impact.

4. Platform Overview

The website (available at <https://www.kreativeu.org>) is organized through a hierarchical navigation tree accessible in the backoffice. Each entry in the tree represents a webpage. This platform provides a structured environment for managing website pages, content blocks, and translations across 11 languages. It includes two main user roles: content managers and translators. The backoffice is accessed through a dedicated URL where authorized users can log in and perform actions based on their permissions.

Base Language

By default, the website's base language is English. Some sections (News, Agenda, and Meetings) are maintained only in English - this decision was unanimously voted on at a WP8 meeting.

It is the responsibility of each partner represented within WP8 to ensure a quick and accurate translation into the language corresponding to the country of origin.

The website translation can be verified at <http://www.kreativeu.org>. Nonetheless, some printouts of sections are provided in this document.

System Architecture and Technologies

The system was developed using **PHP** as the core programming language and **MySQL** as the database management system. This combination was chosen for its reliability, flexibility, and seamless integration with the existing web infrastructure.

The architecture follows a **modular structure**, separating the user interface, business logic, and database layers to facilitate maintenance and scalability.

Key architectural components include:

- **Authentication and Access Control Module:** manages user sessions, permissions, and access levels through secure login credentials and role-based authorization;
- **Content Management Module:** stores and organizes the original texts and their corresponding translations in relational database tables, ensuring referential integrity;
- **Translation Interface Module:** provides a dynamic interface where users can view, edit, and submit translations. It includes side-by-side comparison panels, text validation, and status indicators (e.g., "Pending," "Translated").

Database Structure

The **MySQL database** was designed to ensure data normalization and efficient querying.

Key tables include:

- **users:** stores user credentials, roles, and access permissions;
- **texts:** contains the original English content, uniquely identified by an ID;
- **translations:** stores translated texts, each linked to an entry in the texts table.

Foreign key relationships were implemented to maintain data integrity between the different tables, while indexing was optimized to ensure high performance in search and retrieval operations.

Interface and User Experience

The backoffice interface was designed with a focus on **clarity and usability**, minimizing the learning curve for new users. The layout provides a clear separation between original and translated texts, ensuring that translators can work efficiently without switching between multiple screens.

Each translation entry includes:

- The original English text (non-editable, displayed for reference);
- A text box for inserting the translation;
- Status indicators (e.g., draft, submitted, approved);
- Action buttons for saving, submitting, or reverting changes.

Validation mechanisms prevent empty submissions, duplicated entries, and unauthorized edits. Furthermore, contextual help and tooltips guide users through the process, enhancing access and user satisfaction.

Security and Data Integrity

Security was a key concern throughout the development process. The following measures were implemented:

- **User Authentication:** secure login using encrypted passwords and session management;
- **Access Control:** role-based permissions ensure that users can only view or modify the sections they are authorized to access;
- **Data Validation:** both client-side and server-side validation were applied to prevent invalid or malicious data input;
- **Backup and Recovery:** regular database backups protect against data loss or corruption.

User Type

Translation Users

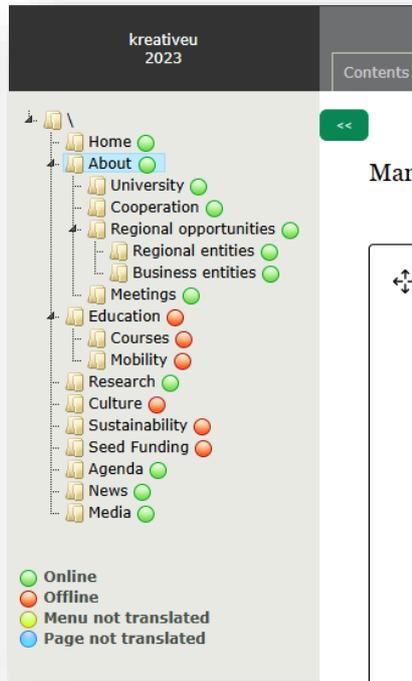
The users (one of each KreativEU partner institution) translate website content into 11 supported languages.

Their responsibilities include:

- Translating menu items;
- Translating all content blocks;
- Identifying items that require translation (highlighted by red indicators);
- Keeping translations updated when original English content changes;
- Reviewing and validating translations.

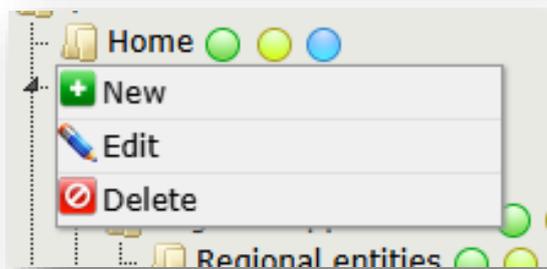
5 Workflow

5.1 Content Management Workflow

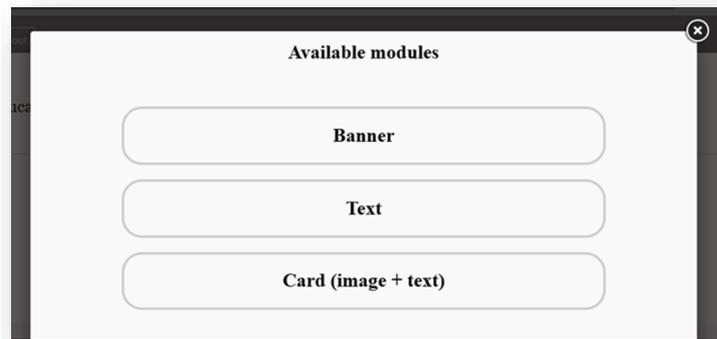


The navigation structure is displayed on the left side of the website as a folder tree, where each folder represents a page. To create, edit, or delete a page, simply position the cursor over the desired element, right-click, and select the appropriate action.

1. Log in to the administrative panel.
2. Navigate through the folder-formatted page structure shown on the left.
3. Create, edit, or delete pages using the context menu (right-click).



4. Add content blocks (modules), such as banners, text sections, or cards (image + text).



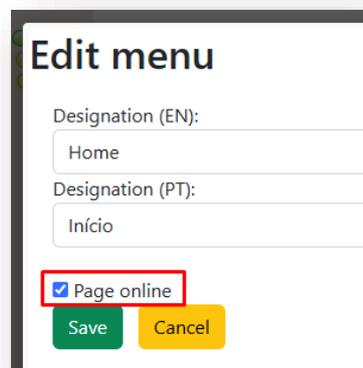
5. Reorder sections using the drag-and-drop handle.



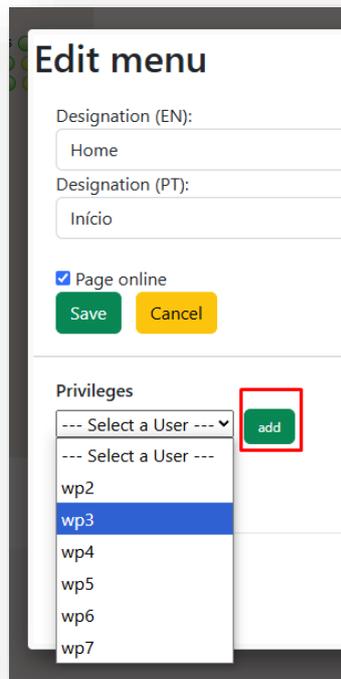
6. Delete unnecessary sections using the delete icon.



7. Mark pages as online when they are ready for public viewing.



8. Grant or remove privileges from a page.



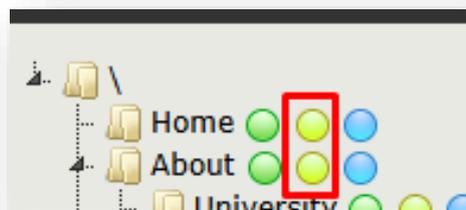
Translation Workflow

1. Log into the back office.
2. Identify untranslated or outdated items (icons and red labels indicate missing translations).
3. Translate menu items by right-clicking and selecting "Edit." Fill the translation field and save.
4. Translate content blocks by completing the corresponding translation text boxes.
5. Update translations whenever the English source text changes (timestamps provide reference).
6. Edit entries in tables (e.g., lists of records) using the edit icon.

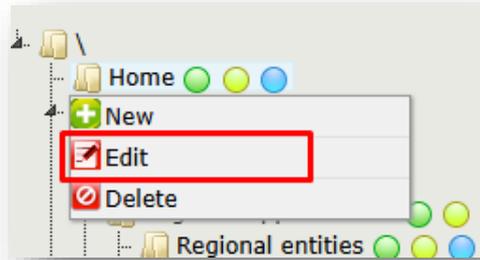
Translation Module

This module enables translators to:

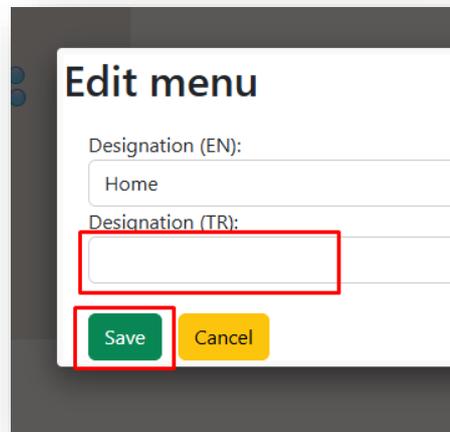
Translate menu items and structural elements.



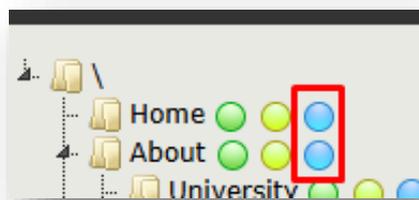
The icon  indicates that this menu item does not have a translated version. To translate the menu, simply right-click on it and select "Edit":



On the page that appears, just add the translation of the menu item in the second text box and click "Save":



Translate content blocks containing duplicated fields (English + target language).



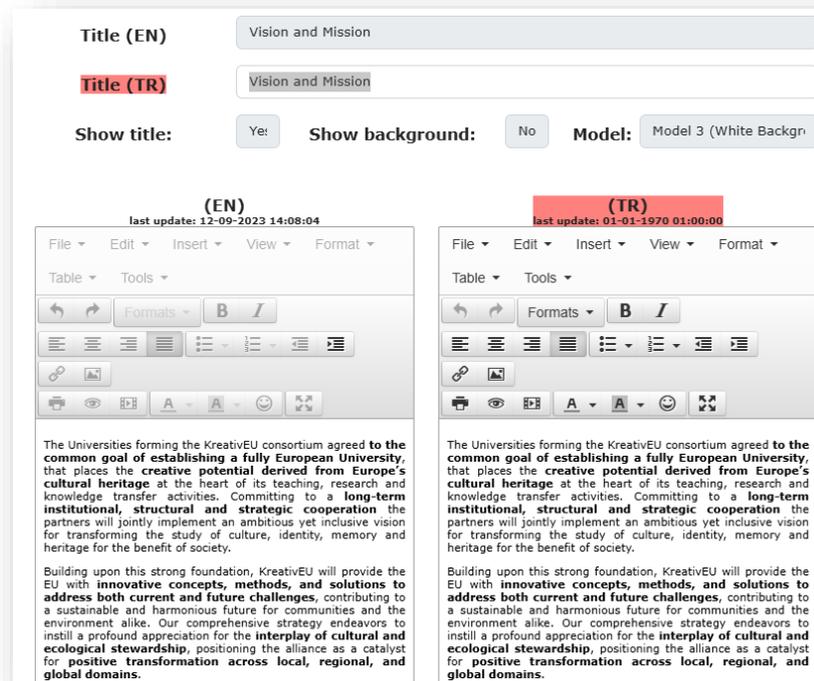
The icon  indicates that at least one item has not yet been translated. The indicator simply shows that the date the English text was saved/edited is more recent than the translated version, or there is not a translation.

Each page on the website is made up of several information blocks, each with different characteristics. Generally, for each piece of information on the website, there are duplicate text

boxes: one corresponds to the website's base language (English), and the other to the language being translated into.

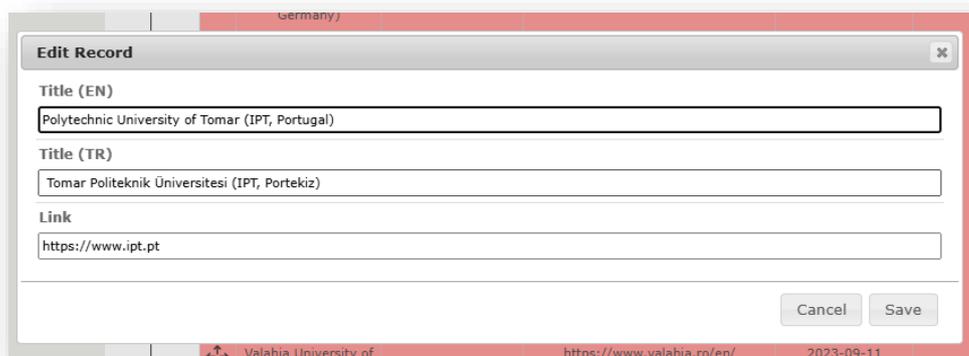
Track translation requirements through color-coded indicators:

- **Red Title:** translation missing;
- **Red Row in Tables:** untranslated entry.



The screenshot shows a translation management interface with two text boxes side-by-side. The left box is for English (EN) and the right box is for Turkish (TR). The TR title 'Title (TR)' is highlighted in red, indicating a missing translation. Both boxes contain the same text about the KreativEU consortium's goal of establishing a fully European University.

When the title of the text box appears in red, that indicates that the text needs to be translated. By default, the text always appears in the website's main language, English. To provide a reference point, the date of the last save is displayed on top of that element.



The screenshot shows an 'Edit Record' dialog box. The 'Title (EN)' field contains 'Polytechnic University of Tomar (IPT, Portugal)' and the 'Title (TR)' field contains 'Tomar Politeknik Üniversitesi (IPT, Portekiz)'. The 'Link' field contains 'https://www.ipt.pt'. The dialog box has 'Cancel' and 'Save' buttons.

In the tables, just click the icon  at the end of the row to edit the content of the corresponding record. Red rows indicate that the record has not yet been translated:

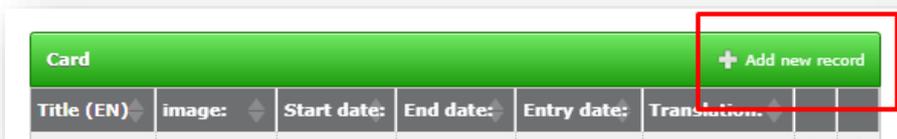
Special Notes

News and Events

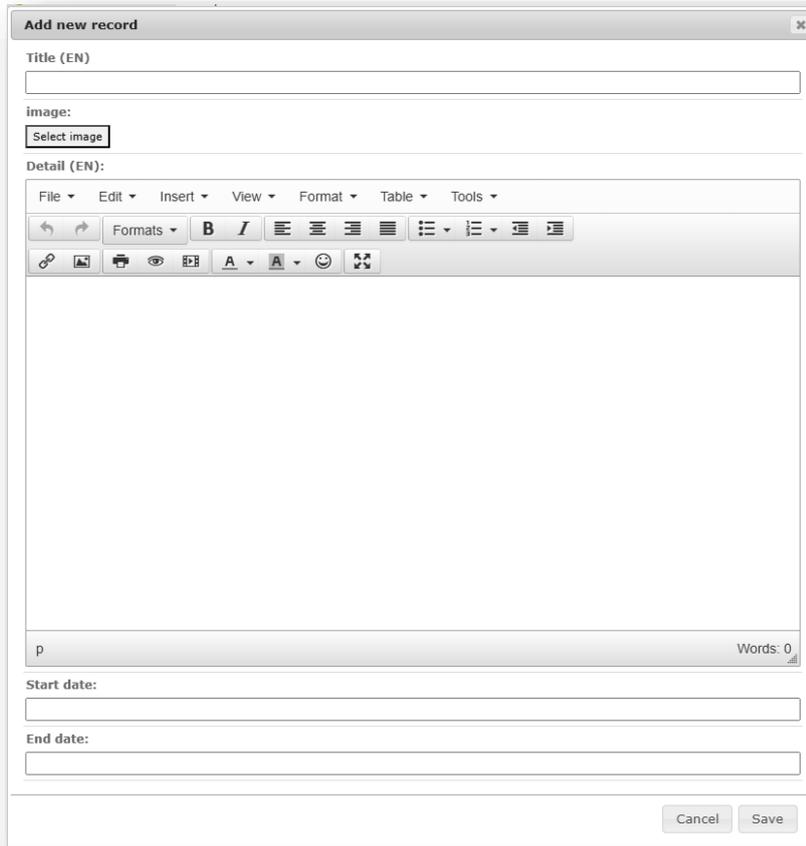
Translations are **not** used in the News and Events sections. Content for these modules must be entered **only in English**. Required fields include:

- Title;
- Image (optional);
- Summary;
- Details;
- Start Date;
- End Date;

Records can be added via the "Add new record" button and edited using the corresponding edit icon.



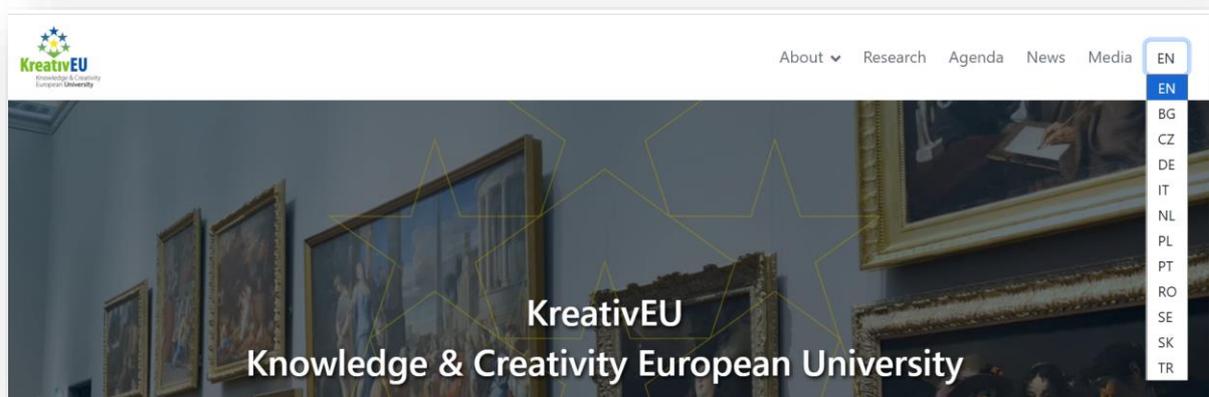
Example of the form:



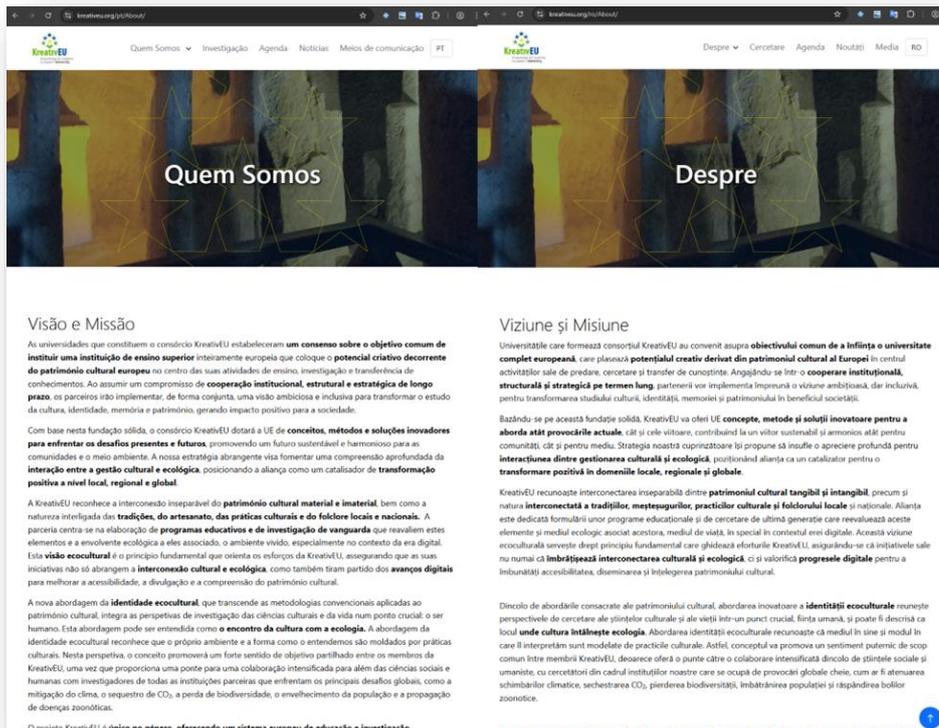
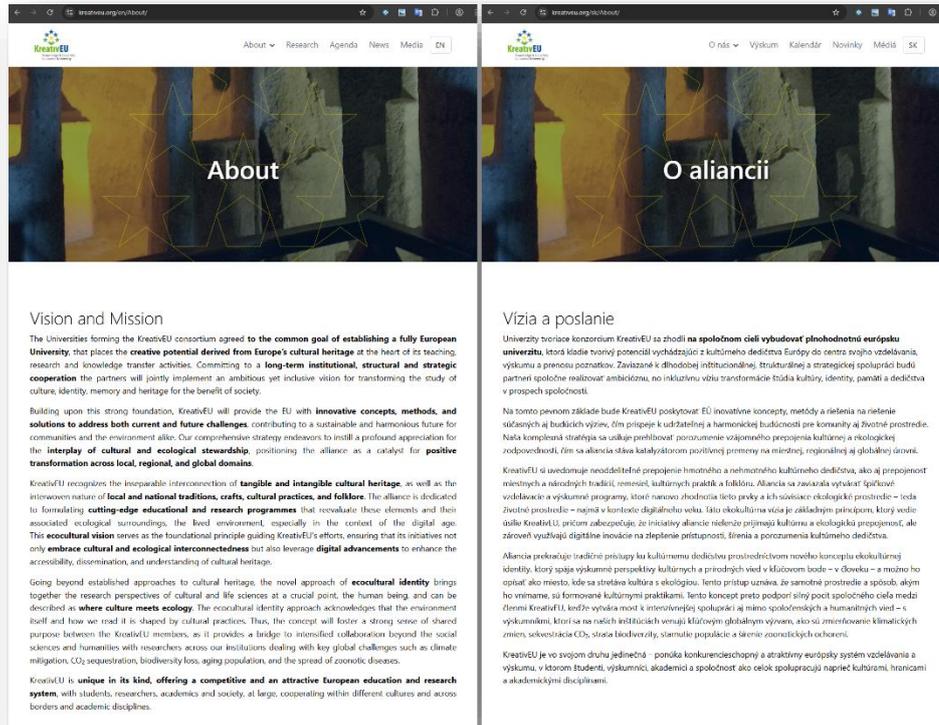
The screenshot shows a web form titled "Add new record". It contains the following fields and elements:

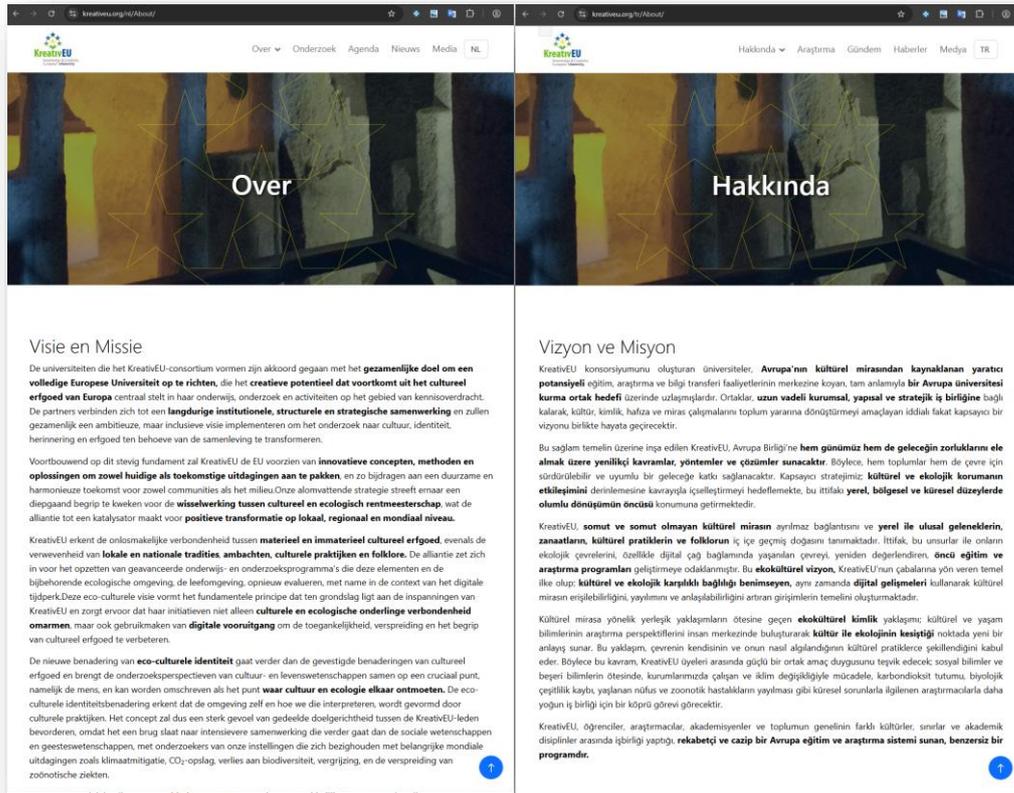
- Title (EN)**: A text input field.
- image:** A section with a "Select image" button.
- Detail (EN):** A rich text editor with a menu (File, Edit, Insert, View, Format, Table, Tools) and a toolbar containing icons for undo, redo, bold, italic, text color, background color, bulleted list, numbered list, link, unlink, image, link icon, font size, text color, background color, and undo.
- Words: 0**: A word count indicator.
- Start date:** A date input field.
- End date:** A date input field.
- Buttons:** "Cancel" and "Save" buttons at the bottom right.

Example of front office



Examples of the Translation of website page





Example of the backoffice translation system method

✚
Text
🗑

Title (EN)

Title (PT)

Show title: **Show background:** **Model:**

(EN)
last update: 21-05-2025 14:15:28

File Edit Insert View Format

Table Tools

Formats **B I**

🔗 📎

🖨 👁 📄 A A 🌐

The Universities forming the KreativEU consortium agreed to the common goal of establishing a fully European University, that places the creative potential derived from Europe's cultural heritage at the heart of its teaching, research and knowledge transfer activities. Committing to a long-term institutional, structural and strategic cooperation the partners will jointly implement an ambitious yet inclusive vision for transforming the study of culture, identity, memory and heritage for the benefit of society.

Building upon this strong foundation, KreativEU will provide the EU with innovative concepts, methods, and solutions to address both current and future challenges, contributing to a sustainable and harmonious future for communities and the environment alike. Our comprehensive strategy endeavors to instill a profound appreciation for the interplay of cultural and ecological stewardship, positioning the alliance as a catalyst for positive transformation across local, regional, and global domains.

KreativEU recognizes the inseparable interconnection of tangible and intangible cultural heritage, as well as the interwoven nature of local and national traditions, crafts, cultural practices, and folklore. The alliance is dedicated to formulating cutting-edge educational and research programmes that reevaluate these elements and their associated ecological surroundings, the lived environment, especially in the context of the digital age. This ecocultural vision serves as the foundational principle guiding KreativEU's efforts, ensuring that its initiatives not only embrace cultural and ecological interconnectedness but also leverage digital advancements to enhance the accessibility, dissemination, and understanding of cultural heritage.

Going beyond established approaches to cultural heritage, the novel approach of ecocultural identity brings together the research perspectives of cultural and life sciences at a crucial point, the human being, and can be described as where culture meets ecology. The ecocultural identity approach acknowledges that the environment itself and how we read it is shaped by cultural practices. Thus, the concept will foster a strong sense of shared purpose between the KreativEU members, as it provides a bridge to intensified collaboration beyond the social sciences and humanities with researchers across our institutions dealing with key global challenges such as climate mitigation, CO₂ sequestration, biodiversity loss, aging population, and the spread of zoonotic diseases.

KreativEU is unique in its kind, offering a competitive and an attractive European education and research system, with students, researchers, academics and society, at large, cooperating within different cultures and across borders and academic disciplines.

p Words: 383

(PT)
last update: 18-06-2025 10:47:36

File Edit Insert View Format

Table Tools

Formats **B I**

🔗 📎

🖨 👁 📄 A A 🌐

As universidades que constituem o consórcio KreativEU estabeleceram um consenso sobre o objetivo comum de instituir uma instituição de ensino superior inteiramente europeia que coloque o potencial criativo decorrente do património cultural europeu no centro das suas atividades de ensino, investigação e transferência de conhecimentos. Ao assumir um compromisso de cooperação institucional, estrutural e estratégica de longo prazo, os parceiros irão implementar, de forma conjunta, uma visão ambiciosa e inclusiva para transformar o estudo da cultura, identidade, memória e património, gerando impacto positivo para a sociedade.

Com base nesta fundação sólida, o consórcio KreativEU dotará a UE de conceitos, métodos e soluções inovadores para enfrentar os desafios presentes e futuros, promovendo um futuro sustentável e harmonioso para as comunidades e o meio ambiente. A nossa estratégia abrangente visa fomentar uma compreensão aprofundada da interação entre a gestão cultural e ecológica, posicionando a aliança como um catalisador de transformação positiva a nível local, regional e global.

A KreativEU reconhece a interconexão inseparável do património cultural material e imaterial, bem como a natureza interligada das tradições, do artesanato, das práticas culturais e do folclore locais e nacionais. A parceria centra-se na elaboração de programas educativos e de investigação de vanguarda que reavaliam estes elementos e a envolvente ecológica a eles associado, o ambiente vivido, especialmente no contexto da era digital. Esta visão ecocultural é o princípio fundamental que orienta os esforços da KreativEU, assegurando que as suas iniciativas não só abrangem a interconexão cultural e ecológica, como também tiram partido dos avanços digitais para melhorar a acessibilidade, a divulgação e a compreensão do património cultural.

A nova abordagem da identidade ecocultural, que transcende as metodologias convencionais aplicadas ao património cultural, integra as perspetivas de investigação das ciências culturais e da vida num ponto crucial: o ser humano. Esta abordagem pode ser entendida como o encontro da cultura com a ecologia. A abordagem da identidade ecocultural reconhece que o próprio ambiente e a forma como o entendemos são moldados por práticas culturais. Nesta perspetiva, o conceito promoverá um forte sentido de objetivo partilhado entre os membros da KreativEU, uma vez que proporciona uma ponte para uma colaboração intensificada para além das ciências sociais e humanas com investigadores de todas as instituições parceiras que enfrentam os principais desafios globais, como a mitigação do clima, o sequestro de CO₂, a perda de biodiversidade, o envelhecimento da população e a propagação de doenças zoonóticas.

O projeto KreativEU é único no género, oferecendo um sistema europeu de educação e investigação competitivo e atrativo no qual estudantes, investigadores, académicos e a sociedade em geral cooperam no seio de diferentes culturas e para além das fronteiras e das disciplinas académicas.

p Words: 504

Save

Conclusion

The development and deployment of the translated KreativEU website represent a major milestone in strengthening the Alliance's visibility, and commitment to multilingualism and internationalisation. By ensuring that the website is fully available in the languages of the partner institutions, this deliverable enhances inclusiveness and supports a more equitable participation of students, academic staff, administrative personnel, and external stakeholders across all countries of the Alliance.

The resulting platform reflects a consistent and unified identity while respecting local contexts and linguistic diversity.

The translated website not only improves user experience but also reinforces KreativEU's strategic objectives: strengthening cross-border collaboration, fostering a sense of shared European belonging, and expanding the reach and impact of the Alliance's initiatives. The new multilingual interface also provides a strong foundation for future enhancements, including ongoing content updates, user-centred refinement, and the integration of interactive or innovative digital features.

Overall, this deliverable contributes significantly to the communication and dissemination capacities of the KreativEU alliance. It ensures that key messages, activities, and opportunities are communicated transparently and effectively to diverse audiences, thereby supporting the long-term sustainability, visibility, and engagement of the Alliance.

PART B: DEVELOPMENT, METHODOLOGY, IMPACT AND POTENTIAL OF THE DELIVERABLE

1 Methodology and Development of the KreativEU website in all the languages of the partner HEIs

Planning and Requirements Definition

At the initial stage, an in-depth analysis was conducted to identify the functional and non-functional requirements of the translation system. The following goals were established:

- To implement a controlled access system allowing several users to operate simultaneously, each with specific permissions;
- To provide a structured interface that facilitates the comparison between the original English text and its translation;
- To ensure data integrity, avoiding inconsistencies between original and translated versions.
- To guarantee that the system is scalable, allowing future integration with additional languages or modules;
- To maintain a clear workflow from text creation to translation and publication.

Then the user hierarchy was defined with **three distinct levels of access**:

1. **Administrator - Polytechnic University of Tomar:**
Holds full access to all sections of the website and is responsible for inserting and maintaining the original English content. Administrators can also create and manage user accounts, assign permissions, and monitor translation progress.
2. **Translators:**
Have access to the original English texts and can input the corresponding translations through a user-friendly interface. Each translation field is directly linked to the original text entry, ensuring alignment and preventing loss of context. Translators can save drafts, submit translations for review, and edit their own entries.
3. **Restricted-access users:**
These users are granted access only to specific areas of the website, typically linked to specific sections of WP. Their role involves entering the original English text and providing the corresponding translation into the partner's native language. This ensures that localized content can be managed securely and independently within its respective domain.

Testing and Validation

Extensive testing was conducted to ensure the system met the defined functional and technical requirements.

The testing phase included:

- **Unit Tests:** verification of individual modules such as login, translation input, and database connectivity;
- **Integration Tests:** assessment of interactions between modules, ensuring smooth communication and data exchange;

- **User Acceptance Testing (UAT):** conducted with an internal group of translators and administrators from IPT to validate the usability, clarity, and efficiency of the interface;
- **Security Testing:** verification of authentication, access permissions, and data protection mechanisms.

Any issues identified during testing were documented, corrected, and re-evaluated to guarantee system stability and reliability.

The resulting system is a **robust, scalable, and user-oriented backoffice platform** that supports multilingual content management across different levels of access. By combining a structured workflow, secure authentication, and an intuitive interface, the mechanism ensures that translations are handled efficiently and consistently. This solution not only optimizes the translation process but also enhances collaboration among administrators, translators, and partners, contributing to a more dynamic and internationally adaptable website management environment.

1.1 Development of time table

A comprehensive project timeline was developed by working backwards from the established delivery date of the final system. The schedule was divided into distinct phases to ensure systematic progress and efficient time management:

- **Week 1:** Requirements gathering, system analysis, and definition of user access levels;
- **Week 2:** Database design, definition of architecture, and setup of development environment;
- **Week 3:** Development of the core modules (authentication, user management, translation interface);
- **Week 4:** Integration of all modules, initial internal testing, and refinement of user interface;
- **Week 5:** User Acceptance Testing (UAT), security verification, and collection of feedback from partner institutions;
- **Week 6:** Incorporation of feedback, preparation of documentation, and final validation before delivery.

This reverse planning approach ensured that all critical milestones were aligned with the final delivery deadline, allowing time for revisions and quality assurance activities.

The translated website in all the 11 languages of the partner institutions was published on-line on 9 November, 2025 at <https://www.kreativeu.org>, as part of WP8 communication, dissemination and exploitation activities.

1.2 Formation of working groups

There was no need to create working groups to develop the structure for translating the website.

The site structure and back office for translation were developed by the WP8 - IPT coordinator. Access credentials and permissions were created so that each WP8 representative would have privileges to translate the necessary fields.

1.3 Involvement of other WP Teams and KreativEU governing bodies

There was no involvement of other WP Teams and KreativEU governing bodies.

1.4 Collection of information from all partner institutions

A collaborative process was established to collect information and requirements from all partner institutions. This included:

- Gathering data on linguistic needs and translation workflows from each partner;
- Identifying the range of languages to be supported in the system;
- Collecting user feedback and existing best practices for content management.

Each institution, through the WP8 element, contributed to defining the translation process and access levels, ensuring that the final product met the needs of all participants and reflected the multilingual and multicultural scope of the partnership.

1.5 Alignment of the deliverable with local rules and regulations

Given the international nature of the project, particular attention was paid to compliance with **local regulations** and **institutional policies** regarding:

- **Data protection and privacy (GDPR compliance);**
- **User authentication and access control standards.**

The system was designed to ensure full alignment with these regulations, applying consistent standards across all partner countries while allowing flexibility for local implementation nuances.

2 Updating the KreativEU website in all the languages of the partner HEIs

Changes necessary for the proper functioning of the site will be considered, always ensuring accurate translation.

3 Impact and potential for innovation

3.1 Added Value

The translated website provides significant added value to KreativEU by enhancing inclusiveness, strengthening the alliance's European dimension, and improving the overall visibility and effectiveness of its communication. By offering content in the languages of all partner institutions, the website ensures equitable access to information, reinforces cultural diversity, and supports meaningful engagement from students, academic staff, and external stakeholders across the alliance.

Multilingual structure of the website increases the reach and impact of KreativEU's activities, enabling local communities, prospective students, cultural actors, and policy stakeholders to connect with the alliance's mission in their native language. This fosters stronger relationships, facilitates cross-border understanding, and increases participation in alliance initiatives.

The translated website also adds value internally by harmonising messaging, terminology, and identity across languages, promoting coherence and mutual understanding among partners. It supports the development of shared communication standards and reinforces a unified brand narrative for the alliance.

Moreover, the translated website strengthens long-term sustainability. It establishes a multilingual digital infrastructure that can accommodate future growth, provide a foundation for new interactive or AI-enhanced services, and support ongoing updates across languages.

Overall, the translated website significantly contributes to KreativEU's strategic goals by improving accessibility, enhancing engagement, reinforcing partnership cohesion, and amplifying the alliance's visibility at local, national, and European levels.

3.1.1 for internal and external target

The translated KreativEU website provides significant added value for both internal and external target groups by ensuring multilingual access, strengthening communication coherence across the alliance, and expanding the reach and impact of KreativEU's activities.

Added Value for Internal Targets (students, academic staff, researchers, administrative teams, WP members, institutional leadership) and External Targets - (prospective students, local communities, cultural organisations, policymakers, media, European and international partners):

- **Improved Internal Communication, Cohesion and Engagement**

The multilingual website harmonises terminology, messages, and project narratives across all partner institutions, reducing misunderstandings and ensuring consistent communication between work packages and institutional teams. Internal audiences also gain direct access to clear and culturally relevant information in their own language, enabling more effective participation in alliance initiatives, programmes, and events.

- Operational Efficiency and Collaboration**
Administrative and academic staff benefit from centralised, aligned information that supports smoother coordination, easier dissemination of updates, and more effective project execution.
- Capacity-Building and Digital Maturity**
Partners enhance their multilingual communication capacities, adopting shared workflows and standards that enrich institutional practices beyond the alliance.
- Enhanced Access and Transparency**
External audiences can easily understand KreativEU’s mission, objectives, opportunities, and results, regardless of language. This supports transparency and aligns with European requirements for open communication.
- Stronger Stakeholder Engagement**
Local communities, cultural actors, and policymakers are more likely to collaborate when information is accessible in their language, reinforcing partnerships and facilitating new forms of cooperation.
- Support for Recruitment and Public Engagement**
Prospective students and external educational partners can navigate the Alliance’s activities more effectively, supporting mobility uptake, cultural participation, and institutional reputation.

3.1.2 for KreativEU

The translated website brings substantial added value to the alliance by reinforcing inclusiveness, strengthening cohesion among partner institutions, and enhancing the Alliance’s overall communication capacity. As a central digital platform accessible in all partner languages, the website promotes a shared identity while respecting linguistic and cultural diversity—one of the key principles of European cooperation in higher education.

A multilingual structure ensures that the alliance’s mission, governance, activities, and opportunities are clearly communicated across all regions, enabling partners to reach their communities in a more meaningful and engaging way. This contributes to greater participation in alliance initiatives and supports a stronger sense of belonging to a common European network.

The translated website also improves internal coordination by harmonising terminology, narratives, and editorial standards across institutions, resulting in more consistent and coherent communication. This fosters smoother collaboration between work packages and strengthens the alliance’s capacity to manage information flows and implement joint actions effectively.

Externally, the multilingual platform enhances visibility and transparency, allowing the alliance to better connect with students, local communities, cultural and industry partners, and policymakers. It broadens outreach, strengthens reputation, and supports the Alliance’s positioning as an internationally oriented, culturally diverse, and forward-looking network.

3.1.3 for the European Union

The translated website delivers significant added value for the European Union by promoting multilingualism, cultural diversity, inclusiveness, and equal access to information—core principles of the EU and the European Education Area. By making the alliance’s content available in multiple official languages of its partner institutions, the website embodies the EU’s commitment to linguistic diversity and fosters stronger intercultural dialogue across Europe.

The multilingual platform enhances transparency and open communication, enabling citizens, students, educators, and stakeholders from all regions to understand and engage with the alliance’s objectives, governance, and activities. This supports EU ambitions for accessible and democratic participation in cross-border educational cooperation.

Furthermore, the translated website contributes to strengthening the EU’s identity by showcasing how higher education alliances can operationalise European values such as cooperation, inclusiveness, and solidarity. It reinforces the integration of regional communities into EU initiatives and promotes a sense of belonging to a shared European project.

From a policy perspective, the multilingual website facilitates broader dissemination of EU-funded work, increases visibility of European programmes, and improves the uptake of opportunities supported by the EU, such as mobility, joint programmes, cultural initiatives, and research collaboration.

By enabling clear communication across linguistic boundaries, the website also supports the EU’s digital transformation and multilingual digital public sphere. It lays groundwork for innovative tools—such as AI-supported translation workflows, access enhancements, and interoperable digital content—that align with the EU’s strategies for digital innovation and inclusion.

Overall, the translated website strengthens the European dimension of the alliance and directly contributes to EU goals by expanding access, promoting cultural diversity, fostering community engagement, and enhancing visibility and impact at local, national, and European levels.

3.2 Potential for innovation

The translated KreativEU website significantly enhances the alliance’s capacity to communicate, engage, and collaborate across linguistic and cultural boundaries. By making core information accessible in the languages of all partner institutions, the website fosters inclusiveness, widens participation, and strengthens a shared sense of European identity. This multilingual approach directly contributes to the alliance’s mission of promoting creativity, cultural diversity, and cross-border cooperation in higher education.

Impact

Inclusiveness.

The translated website ensures that students, staff, and community stakeholders with varying linguistic backgrounds can access information equally. This reduces barriers to participation and strengthens involvement in KreativEU activities across all member institutions.

Enhanced Visibility and Reach

Multilingual content allows the alliance to expand its visibility beyond English-speaking audiences, increasing engagement at local, regional, national, and international levels. This broader reach supports recruitment, partnership building, and long-term reputation.

Strengthened Institutional Cohesion

By harmonising terminology, narratives, and messaging across partner languages, the website helps consolidate a unified KreativEU identity while respecting cultural diversity, thus reinforcing the sense of belonging to a common European alliance.

Support for Dissemination and Transparency

Making project information available in multiple languages enhances transparency, supports accountability, and aligns with European Commission requirements for open communication and wide dissemination.



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