



Knowledge & Creativity  
European University



## D7.1

# KreativEU Sustainable Mobility Plan

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## D7.1

# KreativEU Sustainable Mobility Plan

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## PART A: THE DELIVERABLE

### 1 Acronyms and Abbreviations

Acronym / Abbreviation	Full Term
ATU	ADANA ALPARSLAN TÜRKEŞ BILIM VE TEKNOLOJİ ÜNİVERSİTESİ - University of Adana Alparslan Türkeş Science and Technology (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. ЦЕНОВ“ - 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.
[...]	

<b>Acronym / Abbreviation</b>	<b>Full Term</b>
BIP	Blended Intensive Programme
SMP	KreativEU Sustainable Mobility Plan
HEI	Higher Education Institution
COIL	Collaborative Online International Learning
DIP	Diversity and Inclusion Plan
GDPR	General Data Protection Regulation
ECTS	European Credit Transfer System

## 2 Definitions

Mobility	A cross-border activity or experience, that can be physical, virtual, or blended, conducted within a specific time frame, aimed at acquiring knowledge, skills, or experience, or engaging in collaboration. It supports career prospects, lifelong learning, personal development and contributes to European integration.
Long term mobility	A physical study period abroad lasting at least one academic term/trimester or 2 months to 12 months.
Medium term mobility	A mobility period lasting between 31 – 59 days
Short term mobility	A mobility period lasting between 2 days and 30 days
Physical mobility	Moving physically to a country other than the country of residence to undertake study, training or non-formal or informal learning
Virtual mobility	Mobility conducted remotely via the use of online means, information and communication technology tools, that allow participants to engage in a meaningful transnational or international learning experience. Cover a wide range of international learning and teaching research, collaborative activities, in an online environment
Hybrid mobility	A format with a mix of physical and virtual mobility conducted at the same time.
Blended mobility	A mobility activity with a combination of physical mobility and a virtual component (at different times), facilitating collaborative online learning exchange/teamwork.
Learning mobility	Moving physically, or virtually, to a country other than the country of residence to undertake study, training or non-formal or informal learning.
Training mobility	A type of learning mobility, typically for staff or trainees, with the aim of professional development.
Training agreement	An agreement signed by all parties that outlines the training programme, goals, duration, and responsibilities during a mobility period.
Learning agreement	An agreement between the sending and receiving organisation and the participating individuals, defining the aims and content of the mobility period in order to ensure its relevance and quality. It can also be used as a basis for recognition of the period abroad by the receiving organisation.
BIP	A Blended Intensive Programme is an educational approach that combines both online and in-person learning experiences, typically designed for short-term, intensive study. BIPs integrate online coursework, such as lectures, discussions, and assignments, with face-to-face interactions, workshops, or seminars. They involve collaboration

	between KreativEU partner institutions, providing students with opportunities to work in a group of peers from diverse cultural backgrounds, thus developing their global competencies, such as intercultural communication, teamwork, and problem-solving skills.
Walking Seminar	Innovative events organized by KreativEU European University Alliance partners that combine academic discussion with on-site exploration of places infused with local traditions, crafts, cultural practices and folklore organised to empirical knowledge acquisition through direct engagement with local and national heritage, involving stakeholders and Associated Partners as active participants. <sup>1</sup>
Hackathon	A hackathon is an event, lasting from a few hours to several days, where participants from the KreativEU partner institutions collaborate on solving specific problems or developing innovative projects. Participants are usually presented with a challenge or theme, such as creating a new app, developing a website, or addressing a social issue, thus enabling them to gain hands-on experience in coding, design and project management. Within KreativEU, the theme is most likely connected to the preservation of tangible and intangible cultural heritage. Hackathons may be accompanied by mentors who are members of teaching staff, industry professionals, or experienced peers, who provide guidance, feedback and support throughout the event. Furthermore, participants may be awarded a prize or some sort of recognition for outstanding projects or prototypes, which may open up potential paths for future careers.
Summer School	A summer school is an academic programme offered during the summer months which is taught in a condensed format, allowing participants to complete it in a few weeks instead of a full semester. They may focus on research, hands-on projects or on a particular subject, including language training. KreativEU summer schools are organised in three different categories: Thematic, Educational and Science Summer Schools. The first category is thematically focused on sustainable- and ethical-by-design AI systems. Educational Summer Schools address topics connected to pedagogical skills while also referring to the overall KreativEU theme of ecocultural heritage. Science Summer Schools embrace various cultural themes as well, while also taking the approach of participatory design. Moreover, all three categories take cultural exchange into consideration as a vital part of this course format.
COIL	Collaborative Online International Learning is an educational approach that facilitates collaborative learning experiences between students and members of teaching staff from at least two different KreativEU partner institutions through the use of online platforms and various digital tools. The primary goal of COIL is to enhance global learning and

<sup>1</sup> Definition submitted to WP7 from WP3, as it is not yet part of the KreativEU Glossary, November 2025

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intercultural competence by connecting students across borders in a shared learning environment. It emphasises understanding and appreciating diverse cultural perspectives, encouraging students to learn from each other's experiences and backgrounds. COIL may then be applied to different types of existing, accredited courses, by connecting them or to a new shared syllabus created jointly

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## D7.1 KreativEU Sustainable Mobility Plan

### 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 KreativEU Sustainable Mobility Plan (SMP) outlines a plan and strategy to facilitate and enhance mobility for students, staff, stakeholders, and researchers across the consortium, while addressing environmental, social, and operational challenges.

This deliverable is a key contribution to the overall objectives of the KreativEU project, particularly within Work Package 7: KreativEU Mobility. It underpins the alliance's ambition to reach 50% student mobility by 2028 across its partner universities and to embed mobility as a core element of teaching, learning, and research practices, while recognising virtual and blended mobility as equal in value to physical exchanges.

In line with KreativEU's overarching mission, to form a fully European University that leverages cultural heritage and creativity for societal transformation, the SMP aims to support the creation of a transnational learning environment. To strengthen the ecocultural foundation of KreativEU by facilitating cross-border collaboration, promoting environmentally and socially responsible travel, and empowering student and staff to become active agents of change in a sustainable and interconnected Europe.

## Goals, Priorities and strategies

The KreativEU Alliance has the strategic aim and ambition to strengthen mobility across its partner universities, with a particular emphasis on student mobility. Mobility is a cornerstone of internationalisation within the KreativEU Alliance, driving competence development, alliance cohesion and European collaboration. It fosters intercultural competence and facilitates academic collaboration across borders.

By enhancing mobility, the KreativEU Alliance actively supports its broader goals of creating a more integrated, inclusive, and globally engaged higher education landscape. The KreativEU Alliance has set ambitious targets including reaching 50% student participation in transnational mobility as well as increasing mobility for all categories of staff and stakeholders, see mobility targets below.

These efforts are supported by planning, implementing, monitoring, and reporting mobility activities within the KreativEU Alliance, ensuring both strategic alignment and operational efficiency.

### By 2028, KreativEU aims to achieve:

- 50% of students engaged in physical, virtual, or blended transnational mobility
- 240 professors, 102 administrative staff, 195 experts, 101 stakeholders, 80 alumni, and 66 governance members participating in mobility activities
- A fully functional centralised mobility system for planning, implementation, monitoring, and reporting across the eleven partner HEIs and relevant international partners

These targets reflect KreativEU's commitment to fostering intercultural understanding, strengthening European identity, and promoting the protection of intangible cultural heritage through increased and diversified mobility.

With regards to how the KreativEU Alliance should approach the implementation of mobility, WP7 developed a document entitled *KreativEU Guidelines for Mobility* during the spring of 2025. This document serves as a practical tool to support the KreativEU Alliance's partner universities in the implementation and integration of mobility activities across their institutions. These guidelines will be updated regularly. The next version will elaborate more on the reporting part and clarify the information and criteria needed for monitoring and reporting mobilities, for example the baseline used (total number of registered students, staff, number of mobilities etc.) and other relevant information.

The KreativEU Sustainable Mobility Plan is also closely aligned with D8.3 Internationalisation Plan, which defines the shared strategic framework for internationalisation across the eleven partner institutions of the KreativEU Alliance. The Internationalisation Plan aims to provide for a joint internationalisation strategy to reach HEIs, networks and other organisation outside of the KreativEU Alliance. It sets a vision, objectives, and guiding principles for strengthening mobility, external partnerships, and global visibility during the 2025–2028 first funding period, which puts the Internationalisation plan in close connection with WP7 T 7.5 strategic mobility.

In this way, the KreativEU Sustainable Mobility Plan and the Internationalisation Plan complement each other by providing both macro- and micro-level perspectives on internationalisation and sustainable mobility within the KreativEU Alliance, accomplished by recognising virtual and blended mobility as equal in value to physical exchanges and prioritize green travelling when travel is necessary.

In the long term, these three documents, the Sustainable Mobility Plan, the Internationalisation Plan and the KreativEU Guidelines for Mobility will be integrated into an alliance-wide document serving as a Joint Mobility Strategy.

## Structure of the document

The KreativEU Sustainable Mobility Plan provides a practical roadmap for addressing barriers to mobility and promoting collaborative solutions. Part A of the plan begins by identifying the main challenges faced by individuals, including financial constraints, housing difficulties, and visa issues, and explores how these factors can limit participation in mobility initiatives. It then moves on to examine institutional obstacles, such as academic calendars, course structures, and the perceived value of virtual mobility. Within both the individual and institutional sections, the plan also presents strategic approaches for enhancing mobility as well as offering potential solutions to support participation.

Following this, the plan offers guidance on sustainable travel practices, outlining ways to reduce the environmental impact. This is followed by a section discussing inclusiveness and accessibility which emphasises the importance of ensuring that mobility opportunities remain open to all, and is followed by a section on quality assurance and data protection.

Part A concludes with a discussion on the mutual recognition of mobility experiences across institutions, ensuring that participation is formally acknowledged. The final section of Part A summarises the key tasks identified throughout the plan, setting out the actions scheduled for implementation in the coming years.

Part B of the KreativEU Sustainable Mobility Plan describes the development process, explaining the methods used to create the plan and how the work was conducted collaboratively. It also offers a broader reflection on the added value and potential for innovation, both for the target groups and for the KreativEU Alliance, as well as for the European Union as a whole.

## 1. Individual barriers and challenges to mobility

To strengthen and expand mobility within the KreativEU Alliance, it is essential to understand the key challenges that limit participation. Students and staff often face significant obstacles related to financial constraints, housing difficulties, personal circumstances, lack of time and visa regulations. These barriers can discourage or prevent individuals from engaging in both short- and long-term mobility opportunities.

This section in the KreativEU Sustainable Mobility Plan focuses on the individual barriers and challenges and presents possible solutions identified through ongoing dialogue within the Alliance. By addressing these issues collaboratively and providing clear, coordinated support, we can work towards a more inclusive and accessible mobility experience for all participants.

### 1.1 Strategic approach to enhancing mobility

KreativEU's mobility strategy is built on impact-focused actions that address barriers we can influence, such as financial constraints, housing, visa procedures, and the personal commitment required for participation. Instead of attempting to tackle all mobility challenges simultaneously, the Alliance concentrates on removing key obstacles through targeted support and inclusive formats.

To widen participation, KreativEU complements Erasmus+ with an internal mobility scheme that expands access, particularly through short-term, virtual, and blended options. These alternatives lower thresholds for engagement, making mobility feasible for a broader and more diverse group of students and staff.

Mobility is viewed not just as a logistical mechanism, but as a strategic driver of competence development, intercultural exchange, and alliance cohesion. Key actions include:

- Joint curricula and mutual ECTS recognition
- Financial support mechanisms and mobility-friendly communication
- Virtual and blended formats: online courses, COILs, hackathons, online or hybrid conferences
- Structured mobility for staff and experts
- Peer-led outreach and internationalisation at home

By embedding flexible mobility into academic pathways and institutional culture, KreativEU aims to increase participation significantly and aim to achieve its 50% student mobility target by 2028.

While virtual and blended mobility are essential tools for widening access and reaching underrepresented groups, KreativEU also recognise the irreplaceable value of physical mobility. In-person exchanges foster deeper interpersonal connections, cross-cultural understanding, and a stronger sense of European belonging. The direct human encounter, whether in classrooms, workshops, or local communities, offers unique opportunities for personal growth, professional development, and intercultural learning that cannot be fully replicated online.

## 1.2 Overcoming individual barriers: Initiatives and actions

KreativEU are aware that a wide range of barriers and challenges to mobility exists. However, as already mentioned, the following section focuses on a limited number of specific areas where the KreativEU Alliance are well-positioned to make a difference. By concentrating our efforts where we can have the greatest impact, we aim to actively address and reduce the barriers within our scope.

### 1.2.1 Costs

One of the key barriers to mobility for both students and staff is the cost of participation. Travelling abroad for an exchange can be expensive, with travel, accommodation, and living expenses representing a significant financial burden. As a result, some individuals may be unable to take part due to financial constraints.

## PROPOSED SOLUTIONS

### Access to grant funding

Funding for mobility activities may be sourced from a variety of channels, including university budgets, national funding schemes, Erasmus+, and other external programmes. To achieve the mobility goals within KreativEU, it is essential that each university maintains a clear overview of available funding opportunities and ensures that both students and staff have access to relevant grant schemes.

Participation is actively encouraged and supported by Erasmus+ grants. For mobility activities included in the official KreativEU work plan, KreativEU funding can be allocated to support eligible individuals.

The partner institutions within KreativEU have agreed to adopt the same applicable rates as those set in the Erasmus+ call for proposals, *Key Action 1, KA131 Mobility of higher education students and staff*.<sup>2</sup> The grant for individual physical mobility comprises two parts: an amount for travel support and a daily allowance amount. Each partner university decides if they wish to include travel days as in Erasmus + KA131 with a maximum of two travel days for participants receiving non-green travel support, and a maximum of six travel days in case of green travel.<sup>3</sup>

### Clear communication from each university

Every university within the KreativEU Alliance will develop a clear communication plan to inform participants about available financial support. This will include:

- Step-by-step guides to applying for grants
- Estimated budgets for different types of mobility
- Information on affordable travel and accommodation options. Clear, accessible information enables better planning and lowers the threshold for participation.

### Promoting short-term mobility formats

To reduce financial barriers for the participants, the KreativEU Alliance will actively promote short-term mobility, which typically involve lower costs for participants. Short term mobility formats such as blended intensive programmes, walking seminars and hackathons provide valuable international and intercultural experiences with more limited time and financial commitment.

### Incorporating virtual mobility as a standard option

Virtual mobility will be incorporated to study programmes and curricula as a regular form of international exchange within the KreativEU Alliance. Since it does not involve any direct costs to the participant, it serves as an inclusive and sustainable mobility format.

#### 1.2.2 Housing

Access to suitable housing remains a major barrier to both student and staff mobility, affecting both short- and long-term exchanges.

Many participants struggle to find accommodation in host countries, and support varies significantly across KreativEU partners due to differing national regulations. Some universities may offer housing, while others are legally restricted from doing so.

Additionally, participants may hesitate to leave their current housing if subletting is not allowed, further complicating mobility. While housing shortages are a broader European issue, KreativEU can take concrete steps to ease this challenge and better support mobile students and staff.

## PROPOSED SOLUTIONS

### Clear and consistent Information

Each KreativEU institution will provide clear, up-to-date information about available housing options for incoming students and staff. This information will be accessible in English and communicated through official university channels, such as mobility websites and welcome guides.

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<sup>2</sup> [Erasmus+ programme guide 2025 v2](#)

<sup>3</sup> See the KreativEU Guidelines for Mobility page 7 - 8

### **Dedicated contact persons at each university**

Each university in the KreativEU Alliance will appoint a dedicated contact person for housing-related queries.

### **Engage student ambassadors from the KreativEU Student Union**

Engaging student ambassadors who have previously been on exchange can also be highly effective. They can share first-hand insights into how they found accommodation and offer practical tips to incoming students.

### **Shared housing overview document**

WP7 will create a shared spreadsheet that outlines housing opportunities at each partner university. This document will include types of accommodation available, estimated costs, contact information, and relevant application procedures. Once compiled, it can be made available to students and staff, helping them compare housing options across different exchange destinations.

By improving transparency and communication around housing, and by sharing best practices and resources within the KreativEU Alliance, we can lower the barrier that accommodation currently poses and make mobility more accessible to all.

#### **1.2.3 The personal commitment required**

One important but often less visible barrier to mobility is the high level of personal commitment required from participants. Both students and staff need to invest considerable time and energy before, during, and after a mobility. This can feel overwhelming.

Many potential participants also struggle to find time due to work, studies, or family responsibilities which creates practical obstacles. In addition to these tangible challenges, there are more abstract barriers. These include fear of the unknown and anxiety about stepping outside of one's comfort zone.

This makes the personal commitment barrier a particularly complex one. KreativEU must therefore consider how to best support participants in overcoming these emotional and practical obstacles. The aim is to help participants feel confident enough to take part in mobility experiences, and to ensure they can find the motivation to do so.

## **PROPOSED SOLUTIONS**

### **Clear contact points at each university**

To create a sense of security for outgoing participants, each KreativEU university will have clearly designated contact persons. Participants must know who they can turn to with questions or concerns. These contact persons will be able to answer practical questions about accommodation and travel and provide help with application documents. Support from these contact persons will be available before, during, and after the exchange.

### **Use student ambassadors and staff in outreach**

While the international coordinators of the 11 partner universities play a central role in communicating mobility opportunities, it is equally important to engage others in outreach efforts. Students and staff who have previously participated in mobility programmes can be particularly effective in this regard.

Student ambassadors, in particular, can offer peer-to-peer support by sharing practical advice, personal reflections, and insights into the benefits and challenges of mobility. Engaging both students and staff with first-hand experience helps to make mobility more visible, approachable, and

inspiring for others. This is also something that is mentioned in T 6.2 where a buddy system of those attending physical mobility is proposed.

### **Promote short-term mobility as a first step**

Short-term mobility experiences such as Walking Seminars and Hackathons can help participants gain confidence and step outside their comfort zones. These shorter exchanges require less preparation and time than longer ones and can act as a bridge, encouraging participants to later take part in longer mobility opportunities.

### **Offer virtual options**

By offering virtual mobility within KreativEU, more people can gain international experience. Digital formats allow participants to join without travelling, taking extended leave from work, studies, or family duties. This makes participation easier and more inclusive.

#### **1.2.4 Visa application**

Visa requirements can pose a significant barrier to mobility for students and staff from outside the EU. The application process often involves considerable time, cost, and uncertainty, which can deter participation.

To ease the administrative burden, each institution is encouraged to establish clear internal procedures for managing visa-related issues. Additionally, the KreativEU Alliance can function as a shared support network, allowing administrative staff and mobility coordinators to exchange best practices and guidance.

This challenge is especially relevant for our partner in Türkiye, Adana Alparslan Türkeş Science and Technology University, but also affects international participants across all KreativEU institutions. While visa regulations are set nationally, it is vital that we recognise this barrier and offer practical support to those impacted.

## **PROPOSED SOLUTIONS**

### **Using official documentation to support applications**

Where possible, KreativEU universities will provide formal documentation, such as invitation letters and confirmation of participation, to support both short-term and long-term mobility. These documents will be adapted to meet the specific requirements of visa applications in different countries.

### **Ensuring timely communication about mobility opportunities within the KreativEU Alliance**

To ensure equal opportunities for all to participate in mobility activities within the KreativEU Alliance, it is essential that information about the different types of mobility opportunities is shared well in advance. Early communication enables both students and staff to prepare adequately and apply for visas in time to take part in mobilities.

### **Promoting short-term mobility for participants with a European Study Visa**

For international students already holding a valid study visa in an EU-country, short-term mobility can be an accessible alternative that does not require a new visa.

### **Offering virtual mobility as an inclusive option**

Virtual mobility offers an effective alternative for participants who are unable to travel due to visa restrictions. These online formats provide meaningful international experiences without the need for physical relocation. By offering virtual components alongside physical mobility, KreativEU can ensure that more students and staff, regardless of citizenship status, are able to participate.

## 2. Institutional barriers and challenges to mobility

The following section focuses on different institutional barriers to mobility. When it comes to institutional challenges it is important to acknowledge that there are differences in the financial resources available for mobility across the universities within the KreativEU Alliance, which in turn impacts their ability to support mobility initiatives equally.

Another factor that is important to highlight as an overall challenge on the institutional level is the fact that each university follows its own academic calendar and semester structure. While this is something that can be addressed through communication within the KreativEU Alliance, it is not something that can be influenced or changed.

While there are these broad institutional challenges related to mobility that may be difficult to influence, we have identified specific barriers and challenges that the KreativEU Alliance can actively address and improve. These particular challenges will be discussed in this section.

### 2.1 Strategic approach to strengthening institutional mobility

Internationalisation at home is seen as a key strategic approach by enhancing virtual mobility and widening participation. By offering inclusive opportunities that do not require physical travel, we can address mobility barriers while still fostering intercultural exchange and academic collaboration.

KreativEU institutions can contribute to this by providing access to digital lectures, online seminars, and guest lectures, both virtually and on campus, delivered by staff from partner universities. These activities not only strengthen academic ties but also raise awareness of KreativEU and its thematic focus areas among a broader group of students and staff. This is also in close thematicity with the work in WP2 which are designing KreativEU Joint Label Courses and courses with a COIL approach. In addition D2.5 the Career Centre and the D2.6 Centre for Excellence in Digital Education and AI will support students and teaching staff respectively in mastering such online courses.

Another key strategic priority for the KreativEU Alliance is to create a more flexible and accessible academic framework that supports both physical and virtual mobility. While course design remains a responsibility of each university, the alliance plays a vital coordinating role in addressing these shared challenges.

Virtual mobility, in particular, is recognised as a powerful tool for widening participation, but its full potential can only be realised if it is perceived as equally valuable as physical mobility.

These strategic actions are essential for achieving the alliance's goal of 50% student mobility by 2028, while ensuring inclusive, high-quality, and future-oriented learning experiences.

### 2.2 Overcoming institutional barriers: initiatives and actions

#### 2.2.1 Courses and mobility windows

The structure and availability of courses are major barriers to mobility within the KreativEU Alliance. The availability of courses in English is limited as well as the digital or hybrid options. This makes it difficult for students and staff to participate in mobility.

A key institutional challenge is also the lack of mobility windows in many study programmes. Without a dedicated timeframe set aside for mobility, students often find it difficult or impossible to go on exchange without falling behind in their studies. This is particularly true in programmes with

many mandatory courses and tightly packed curricula. As a result, mobility becomes harder to implement, and participation rates remain low.

Even though course and programme design are managed at the institutional level of each university, KreativEU has a key role to play. By working together, partners can make study programmes more accessible, flexible, and supportive of both physical and virtual mobility.

## PROPOSED SOLUTIONS

### **Developing joint courses and virtual mobility opportunities**

KreativEU partners will continue to develop new joint courses and virtual mobility formats. Incorporated into already existing study programmes, where deemed appropriate. Joint courses allow students to gain recognised credits while learning across borders.

KreativEU will provide digital lectures that are open to students across all partner universities. This is an effective way to engage more students in international learning. It also supports the alliance's mobility goals by offering inclusive and accessible learning opportunities and will be an effective tool to reach the goal of 50% mobility by 2028.

### **Introducing more mobility windows**

Partner universities should, when possible, actively work with implementing mobility windows in already existing courses and programmes. These can be either physical or virtual. If possible, making them mandatory to ensure that more students can participate. This is an effective way for the KreativEU Alliance to reach its goal of 50% student mobility by 2028.

### **Promoting the KreativEU course catalogue**

The KreativEU Course Catalogue, developed through WP2, gives an overview of English-taught courses available within the KreativEU Alliance. All partner universities will actively promote this resource to help students and staff explore suitable options for mobility and academic collaboration.

### **Test and promote short term mobilities**

Within KreativEU new, short term mobility types are being tested, such as Hackatons, Summer schools and Walking seminars. The KreativEU Alliance will actively promote these initiatives and, upon their completion, evaluate and further develop the formats. Short-term mobility offers students the opportunity to participate in international experiences without the need for dedicated mobility windows within their curricula. This approach enhances accessibility and flexibility, enabling a wider range of students to benefit from cross-institutional and intercultural learning.

### **Test and promote innovative traineeships**

Within KreativEU Art and Heritage Incubator (WP4), the D 2.5 Career Centre and the D.7 Pool of traineeships will be tested and promoted to reinforce European collaboration and enhance the entrepreneurial capacity of incubatees. These mobility formats will be used to strengthen cross-border cooperation among stakeholders; combine creativity, innovation, heritage, and sustainability aims; ensure inclusion and accessibility through flexible participation modes; generate tangible outputs such as prototypes, services, business models, or policy insights; contribute to the international competitiveness of young European creatives.

## 2.2.2 Institutional challenges for academic and administrative staff

It can be challenging for academic and administrative staff to participate in mobility programmes, as these often require a temporary interruption of their regular duties. Even shorter formats of mobility opportunities, such as the five-day BIP programme, may be too long for some staff to attend, as they would need to be away from work for an entire week. This represents a significant institutional

barrier for our academic and administrative staff across the entire alliance and should therefore be acknowledged.

#### PROPOSED SOLUTIONS:

##### **Ensuring timely communication about mobility opportunities within the KreativEU Alliance**

To ensure equal opportunities for all to participate in mobility activities within the KreativEU Alliance, it is essential that information about the different types of mobility opportunities is shared well in advance. In order for academic and administrative staff to take part in mobilities they need to have the time to plan their absence from work for instance.

##### **Offer virtual options**

By offering virtual mobility within KreativEU, more people can gain international experience. Digital formats allow participants to join without travelling, taking extended leave from work, studies, or family duties. This makes participation easier and more inclusive.

#### 2.2.3 Virtual mobility attractiveness

While virtual mobility can help overcome many of the barriers to mobility, it also presents its own challenges. It is a flexible and inclusive option that expands access and supports KreativEU's mobility goals. However, virtual formats are not always seen as equally valuable or attractive compared to physical mobility. This perception can limit student engagement and reduce the potential of virtual learning opportunities.

To fully realise the benefits of virtual mobility, the KreativEU Alliance must actively work to change how it is perceived. Virtual mobility should not be seen as a second-best option, but as a high-quality and rewarding international experience.

#### PROPOSED SOLUTIONS

##### **Organising online teaching workshops for academic staff and lecturers**

Workshops will be offered to help lecturers improve their skills in online teaching and presentation. These sessions can also introduce digital tools that support interaction and collaboration. A key to successful virtual mobility is that it feels engaging, effective, and well designed. In organising these workshops KreativEU will use the KreativEU Centre for Excellence in Digital Education and AI, which is currently being implemented by WP2, Task 2.6.

##### **Creating virtual mobility options with appealing titles and relevance**

KreativEU will map out what kinds of topics and course titles are likely to attract students and staff from different study programmes. Designing virtual mobilities that are relevant and interesting will make students and staff more likely to take part and view the experience as valuable. This is also part of the deliverables in WP3 and WP5, such as the KreativEU Annual Student Conferences and Thematic Summer Schools.

##### **Highlighting the development of digital skills**

KreativEU will clearly communicate the benefits of virtual mobility, especially the chance to build digital skills. By showing how these experiences support students' and teachers' long-term learning and career goals, virtual mobility can become a more attractive and meaningful choice.

### 3. Recommendations for Green Travels

KreativEU recognises that sustainable mobility is not only about how we travel, but also a vital contribution to a fairer, greener, and more resilient future. Every travel choice carries an environmental footprint, and promoting green mobility within higher education aligns directly with the European Green Deal's target of reducing transport emissions by 90% by 2050.<sup>4</sup> As key actors in shaping future citizens and professionals, universities have a responsibility to model sustainable practices and foster climate awareness among students and staff.

While green travel may require more time and effort, it often enhances the mobility experience by offering deeper cultural engagement and a stronger sense of purpose. It also serves as a reminder of each participant's active role in addressing the climate crisis, encouraging reflection on the environmental impact of travel.

To further support this, KreativEU will provide participants with access to a carbon emission measurement tool (such as the UN carbon footprint calculator, ICAO Carbon Emission Calculator (ICEC), among others) enabling students and staff to calculate and better understand the environmental footprint of their journeys. By making such tools available, the Alliance can promote greater awareness and responsibility, encouraging more sustainable travel choices among all mobility participants. This is something that needs to be developed during the first funding period of the KreativEU Alliance.

#### KREATIVEU'S PROPOSED SOLUTIONS AND GUIDELINES TO SUSTAINABLE MOBILITY INCLUDES:

##### **Promoting Low-Emission Travel**

The KreativEU Alliance will promote low-emission travel by providing clear guidance and support for environmentally friendly routes between partner institutions. This also includes choice of meeting spots and support in how to work while travel.

##### **Providing Information on Green Travel Options**

Information on green travel options will be made available to help participants plan sustainable journeys across Europe. To support this aim, the next step will be to compile a comprehensive document outlining the environmentally friendly travel alternatives for reaching each partner university within the KreativEU Alliance. This information will be presented in a clear and accessible format, enabling all participants undertaking mobility activities to plan their journeys in a sustainable manner.

##### **Offering Green Travel Top-Up Grants**

The KreativEU Alliance will offer Green Travel Top-Up Grants, following the financial framework of Erasmus+ KA131, including extended travel days and additional support to encourage eco-conscious travel choices.

##### **Encouraging Engagement through Interactive Tools and Challenges**

KreativEU will promote green travel engagement through interactive tools and challenges for students and staff, encouraging the choice of environmentally friendly travel options. There is a greater success in environmental work if a group is sharing their experiences of making green choices. This promotes peer learning, cultural awareness, creativity, time management skills, and a

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<sup>4</sup> Read more about the European Green Deal here: [The European Green Deal - European Commission](#)

greater understanding of sustainable travel practices. One proposal is to offer certificates and prizes to participants. This is to be further developed during the first funding period of KreativEU.

### 3.1 Virtual mobility and hybrid events as a key tool for reducing environmental impact

Virtual mobility and hybrid events are key tools in reducing environmental impact while expanding participation. These forms of mobility are also inclusive and accessible.

Virtual mobility offers participants the opportunity to engage in mobility activities without the need for physical travel, thereby eliminating associated carbon emissions, saving time and being more inclusive for families. It is therefore an effective approach to reducing the overall climate impact of mobility. Hybrid activities also contribute to this goal, as it allows some participants to take part virtually while others attend in person while hybrid allows for simultaneous equal participation in meetings on site and meetings online

By integrating sustainability, inclusion, and flexibility, KreativEU reinforces its commitment to responsible mobility that supports both the European Green Deal and the alliance's strategic goal of 50% student mobility by 2028.

## 4. Inclusion and accessibility

KreativEU is dedicated to creating an environment where everyone, regardless of their background, abilities, or circumstances, can participate fully in all aspects of the alliance. To support this commitment, the steering committee has approved the D1.7 Diversity and Inclusion Plan (DIP), which serves as a guiding framework for promoting dignity, cultural and gender equality, inclusive language, equal opportunities, and wellbeing across governance, education, research, mobility, and community life.

The DIP defines inclusion and accessibility as closely connected principles that together ensure equitable participation and meaningful engagement within the academic community.

### **Inclusive Mobility**

KreativEU strives to foster a culture where every member feels welcomed, respected, and supported. Inclusion involves implementing shared policies and practices that value diversity and guarantee fair access to learning, teaching, research, and collaboration. The KreativEU Alliance aims to create conditions where all participants can contribute to and benefit from joint initiatives on an equal footing.

### **Accessible Mobility**

Accessibility is an essential part of KreativEU's approach to inclusion. The alliance works to ensure that academic and professional mobility opportunities are open to everyone by addressing and removing physical, social, economic, linguistic, and digital barriers that may limit participation.

According to the DIP, equitable access and support measures are central to mobility activities. Exchange programmes are designed to uphold respect and dignity for all participants, promote

intercultural understanding, and ensure gender equality and safety during international travel. Mobility grants and scholarships are distributed fairly, with special outreach to underrepresented groups to guarantee equal opportunities. All communication materials related to mobility use inclusive and clear language and are made available in multiple languages, at least in English as a common medium. The DIP also emphasises the importance of providing access to health services and emotional support for students and staff abroad to foster overall wellbeing.

KreativEU also encourages flexible and adaptive mobility formats, including blended, short-term, and virtual exchanges, so that participants with different needs and circumstances can take part. By embedding accessibility into its mobility initiatives, KreativEU ensures that international collaboration is not only feasible but also welcoming and inclusive for all.

The DIP outlines a step-by-step process for its continued development within the KreativEU Alliance. This process includes drafting a joint proposal, assessing the current state of diversity and inclusion, establishing a dedicated task force, preparing individual university plans, conducting continuous evaluations, and producing a final report. These steps, described in detail in the plan, ensure transparency, coherence, and accountability throughout the implementation process.

## 5. Data Protection and Quality Control

A central task in WP7's mobility work is to gather information on all mobility activities taking place across the KreativEU Alliance. Because this involves handling personal data, WP7 follows the guidance set out in the D1.5 Data Protection Plan to ensure that all data is collected lawfully and appropriately. The plan makes it clear that personal data must be collected for specific and well-defined purposes, that consent must be obtained when required, and that the data may only be used for the purpose for which it was originally collected.

In addition to following GDPR and the alliance's own Data Protection Plan, it is important for WP7 to maintain high standards and quality throughout the entire funding period. D1.4 The Quality Control Plan provides support in this work. A key part of ensuring quality is to monitor and assess the mobility activities taking place across the KreativEU Alliance. This includes measuring participants' satisfaction with their mobility experience, as well as gathering participation data and analytical insights that feed into reports, evaluations, and the further development of mobility within the KreativEU Alliance. This continuous follow-up allows the alliance to improve mobility opportunities over time.

The Quality Control Plan also highlights that mobility should provide practical skills and genuine added value for participants' future careers. This means that placements, internships, and professional contacts need to be followed up and evaluated in a systematic way. In line with the inclusive approach to mobility that the SMP aims to promote, the plan also emphasises that mobility should be both merit-based and inclusive.

## 6. Suggestion of mutual recognition of mobilities

Mutual recognition of mobilities stands as a cornerstone of the KreativEU Alliance's Sustainable Mobility Plan. It embodies the vision of fostering academic integration, ensuring full and transparent recognition of learning outcomes, and promoting equitable mobility opportunities across all partner institutions.

### 6.1 Current Institutional Practices

Each partner institution within the KreativEU Alliance already operates under established recognition frameworks, primarily guided by the European Credit Transfer and Accumulation System (ECTS). Despite differences in national regulations and internal governance, all institutions share a commitment to fairness, transparency, and quality assurance in recognizing mobilities.

#### Adana Alparslan Türkeş Science and Technology University (ATU)

ATU has fully implemented the Bologna Process and applies the principles outlined in the ECTS Users' Guide. By using the clear Erasmus instructions, Erasmus Learning Agreement and five stage process ATU ensures full recognition of all courses taken during a mobility period. For non-European partners or institutions that do not use ECTS, ATU applies a comparable system for converting and recognizing study periods abroad. Furthermore, ATU has implemented an accessible complaint and appeal mechanism for students in case any issues arise during the recognition process. Despite this, students may face a wide range of challenges, including limited awareness and preparedness, difficulties in course matching and learning agreement preparation, changes during the mobility period, transcript delays and recognition timelines, administrative workload, incompatibilities with non-ECTS partners, adaptation and academic performance difficulties abroad.

For staff mobility, ATU emphasises its importance for internationalisation, professional development and institutional capacity-building, and plans to introduce a more formal recognition system to reward participation. As a partner of the KreativEU alliance, ATU also proposes shared European solutions to harmonise recognition across institutions, including a joint recognition framework, a shared course catalogue, standardised Learning Agreements, common protocols for transcripts and grade conversion, enhanced staff training, improved student-centred support, and a unified appeals and quality monitoring system. These measures aim to ensure smoother, fairer and fully comparable mobility experiences within the alliance.

#### Breda University of Applied Sciences (BUAs)

BUAs recognises mobility through its internal ECTS-aligned credit transfer system. Learning Agreements are pre-approved, and the Board of Examiners validates credit equivalence upon return on the basis of the transcript of record. Obstacles include the course equivalency mismatches, and administrative delays. BUAs proposes a *shared digital platform* for Learning Agreements and Transcript of Records, complemented by a harmonized academic calendar and shared course catalog across KreativEU partners.

Staff mobility is recognized as part of professional development and reflected in performance evaluations, though without formal promotion mechanisms.

#### D. A. Tsenov Academy of Economics (TAE)

TAE applies specific internal rules ensuring automatic academic recognition of studies or traineeship completed abroad. Prior to the mobility, during the preparation of the Online Learning Agreement, each responsible professor signs a Declaration of Automatic Recognition, confirming that the course(s) or activity completed abroad will be fully recognised upon successful completion of the corresponding examination. Following the student's return, the recognition process is implemented automatically, based on the signed declarations and the Transcript of Records issued by the host institution. The recognition is formally approved by a Recognition Committee.

Recognition of international staff mobility is governed by internal attestation and evaluation rules. For non-academic staff, mobility abroad is recognised as part of the annual performance review, where participation in international mobility is awarded with additional points contributing to their overall evaluation. For academic staff, mobility is recognised within the framework of the periodic attestation in accordance with the Bulgarian Law for the Higher Education. Points are assigned depending on the type of mobility undertaken – research, teaching, or training. Participation in international mobility is considered an advantage during academic promotion procedures, as staff members are expected to report and document their mobility experiences. However, mobility is not a mandatory requirement for promotion.

#### Opole University of Technology (OUTech)

The recognition of learning outcomes is conducted automatically by faculty coordinator and the dean, on the basis of the transcript of records. All achievements of the student, including courses completed abroad, are recorded in the diploma supplement together with the corresponding grades and ECTS credits. Particular importance is placed on the preparation of the Learning Agreement prior to mobility, in which the faculty coordinator verifies its compliance with the required curriculum content. A Learning Agreement approved by all parties before mobility, with changes approved shortly upon arrival, serves as a guarantee that the completed courses will be duly recognized upon the student's return from the mobility.

Short-term mobilities are recorded as additional achievements in the diploma supplement. In specific cases, where the content of a short-term course is highly consistent with the curriculum of a course delivered in the given semester (or a substantial part thereof), it may be recognized by the academic teacher responsible for that course as equivalent to material that would otherwise be completed at the home institution. Such arrangements are made individually with the course instructor.

Teaching mobilities are taken into consideration in periodic staff evaluations; however, in practice they do not exert a significant influence on the final assessment.

Administrative staff mobilities are not considered in employee evaluations and do not entail financial benefits or opportunities for promotion. Staff mobility is at the same time positively viewed by the supervisor, yet does not affect the employee's formal performance evaluation.

#### Polytechnic Institute of Tomar (IPT)

At IPT, recognition of student mobility follows internal mandatory procedures. The process begins with approval by the academic or scientific board of each school, after which recognition becomes automatic upon the student's return.

Although the institution generally faces few obstacles, differences in recognition philosophy—skills-based versus program-based assessment—occasionally arise.

Staff mobility is acknowledged in annual activity reports and evaluation processes, but without direct financial or promotional incentives. IPT highlights the need to align national legal frameworks to ensure fairer staff recognition.

### Södertörn University (SU)

At SU, students apply for credit transfers via the *Ladok* system, submitting official transcripts, syllabi, and Learning Agreements. Recognition is handled by academic decision-makers based on equivalence of content, assessment, and credit load.

Obstacles include optionality of credit transfer (some students choose not to transfer credits if not required for their degree), equivalence difficulties, and administrative delays. The university recommends:

- Strengthening collaboration across subject areas through staff exchange;
- Using a shared KreativEU course catalogue;
- Adopting digital solutions like EMREX to automate transcript exchange and credit recognition;
- Enhancing communication about curriculum changes to prevent misalignment.

Staff mobility is encouraged but lacks formal recognition. Södertörn also highlights the value of integrating lifelong learning principles into the recognition system.

### Trnava University (TUT)

At TUT, recognition of student mobility is regulated by internal *Study Guidance*. The process begins at the faculty level upon the student's application and approval of the Learning Agreement. The faculty authority responsible for signing the agreement—usually the vice dean or Erasmus coordinator—formally recognizes the credits upon the student's return. However, occasional objections from academic staff regarding the quality or equivalence of courses can hinder full recognition. The institution advocates for automatic recognition of all mobilities within the KreativEU framework, eliminating subjective barriers and ensuring full credit transfer.

### University of Camerino (UNICAM)

At UNICAM, credit recognition relies on a detailed pre-mobility process defined by the Learning Agreement. Academic coordinators verify equivalence of content, level, and workload before departure. Once the *Transcript of Records* matches the LA, credits are directly recorded in the student's academic file.

Recognition delays have been reduced in recent years through digital streamlining, though issues persist in finding equivalent courses and adapting to diverse grading systems. UNICAM emphasizes:

- Early communication between universities and coordinators;
- Language and cultural preparation before departure;
- Flexibility in recognizing short and blended mobilities as elective or transversal credits;

- Recognition of non-formal learning (workshops, internships, project-based learning).

UNICAM proposes that mutual recognition within KreativEU should actively embrace multidisciplinary, valuing diverse academic fields and ensuring that transversal learning outcomes—such as teamwork or communication—receive full recognition. Staff mobility is informally acknowledged but not formally linked to career progression.

### University of Greifswald (UG)

The UG manages student mobility recognition through faculty-level *Examination Boards*. Students, in consultation with departmental coordinators, prepare Learning Agreements that specify course equivalences. The Examination Board validates the final credit transfer.

While effective, the process can vary by faculty—fields such as medicine, with rigid curricula, often face limited flexibility. Greifswald suggests developing a KreativEU-wide conversion table for course equivalence and grading harmonization.

### University of South Bohemia in České Budějovice (USB)

USB has adopted a framework for automatic and full recognition of academic achievements gained during international student mobility or through distance completion of foreign courses. This framework supports USB's strategic goals in internationalisation. It follows the principles of the European Credit Transfer and Accumulation System (ECTS), the Erasmus Charter for Higher Education, and USB's internal academic regulations.

#### Student Mobility Recognition

Foreign courses are recognised based on learning outcomes and their relevance to the student's graduate profile. Formal content equivalence is not required. Recognition includes the original ECTS credit value and grade, including any previous failed attempts. No additional academic tasks or reassessment are needed. The process begins with a mandatory pre-assessment of course eligibility. It is completed upon submission of an official Transcript of Records. This ensures transparency, supports timely graduation, and reduces administrative burden.

#### Staff Mobility Recognition

Staff mobility is recognised as part of professional development. Participation in international programmes, such as Erasmus+, is reflected in staff evaluations. For academic staff, mobility supports teaching innovation and international cooperation. For non-academic staff, it enhances administrative and intercultural skills. Faculties document mobility outcomes in annual evaluations, in line with USB's internal guidelines.

### Valahia University of Târgoviște (VUT)

VUT operates a detailed regulatory system codified in its *Regulation on Student Mobility within Community Programs*. Articles 26 and 30 govern Learning Agreements and recognition, guaranteeing full academic equivalence when the agreement is respected. All recognized results appear in the academic transcript and diploma supplement, with transparent ECTS conversion rules ensuring fairness. No cases of disputed recognition have been reported. However, staff mobilities currently lack formal impact on promotion or professional assessment.

Aspect	Common Practices	Divergences / Challenges
<b>Student Recognition Process</b>	Based on Learning Agreements and ECTS; faculty or coordinator oversight	Varying degrees of automation; manual approval in some institutions
<b>Staff Recognition</b>	Encouraged across all partners	Mostly informal, lacking promotion or financial implications
<b>Main Obstacles</b>	Course equivalence, grading differences, administrative delays	National legal limitations; differing academic philosophies
<b>Best Practices</b>	Digital learning agreements, transparent equivalence rules, and early communication	Need for shared tools and harmonized procedures
<b>KreativEU-wide Suggestions</b>	Automatic recognition, digital mobility platform, equivalence tables, and multidisciplinary credit mapping	Institutional capacity differences may affect implementation speed

## 6.2 Recurring challenges throughout the KreativEU Alliance

Across the KreativEU Alliance, several recurring challenges were identified:

- Inconsistent recognition criteria across faculties and disciplines.
- Administrative delays in transcript processing and credit validation.
- Limited formal acknowledgment of staff mobility in career progression systems.
- Lack of harmonization in grading scales, course equivalence, and credit mapping.

Dependence on national legislation may restrict the flexibility of recognition. Drawing on partners' experiences, the KreativEU Alliance aims to develop a coherent and shared approach to the recognition of mobility activities, ensuring full and transparent acknowledgement of learning and teaching experiences across the alliance.

## 6.3 Strengthening Recognition Practices within the KreativEU Alliance

Recognition of mobility within KreativEU is not merely an administrative task; it reflects a commitment to academic trust, institutional cooperation, and shared values. By adopting common standards, digital tools, and transparent governance, KreativEU seeks to make recognition a seamless, equitable, and sustainable practice.

The Alliance therefore intends to pursue the following objectives:

- To ensure transparency and fairness in academic and professional recognition.
- To simplify administrative procedures and minimize obstacles for both students and staff.
- To build a shared digital infrastructure for managing mobility processes. Which will be articulated with the KreativEU Digital Infrastructure, T6.3 Digital infrastructure and tools and T6.4.1 Digital infrastructure and tools (supporting WP2 and WP7)
- To create a culture of mutual trust among partner institutions.

To achieve these objectives, KreativEU will adopt the following core principles:

### **Automatic recognition where feasible**

Partner institutions within KreativEU will explore the possibility of automatically recognising all successfully completed courses, modules, or professional activities listed in the Learning Agreement or Training Agreement. Where feasible, this approach can help ensure that such achievements are recognised without the need for additional manual justification or re-evaluation, unless specifically requested by the student or staff member. Accordingly, KreativEU will provide the D2.9 Standardised Framework for Automatic Credit Recognition by month 24.

### **Transparency and academic equivalence**

Partner institutions commit to publish and share their course catalogues, ECTS value, learning outcomes, and grading systems and share them amongst the other partner universities within the KreativEU Alliance. Partners will also promote the D2.1 KreativEU Course Catalogue, launched in August 2025 (M8). This transparency enables clear mapping of course equivalencies and promotes comparability.

### **Reciprocal trust**

Recognition within KreativEU is based on the presumption of academic integrity and shared quality standards. Each partner acknowledges the institutional autonomy and academic quality assurance mechanisms of all others.

### **Inclusiveness and accessibility**

Recognition practices must consider the diverse forms of mobility: short-term, blended, virtual, microcredential-based, and staff professional exchanges. This promotes inclusiveness across disciplines, educational levels and staff categories.

### **Aligning working methods for mobility recognition**

By Month 24, WP2 will deliver D2.9 Framework for Automatic Recognition, which will set out a standardised approach for how the KreativEU Alliance should manage the recognition of mobilities. WP7 and WP2 will collaborate to develop this framework and define the procedures needed for its effective implementation. As part of this work, methods for achieving mutual recognition of mobilities will be developed, providing more detailed workflows and practical steps to guide the process.

## **7. Key tasks for implementation**

Throughout the KreativEU Sustainable Mobility Plan there are references to a number of tasks, documents and new methods of working that will need to be developed over the coming years within the KreativEU Alliance. These tasks will mainly be carried out under WP7, although in some cases WP7 will also seek support and expertise from other WP's. In carrying out these key tasks, KreativEU partner institutions may involve students where appropriate, ensuring that the activities developed within the alliance are aligned with students' needs.

Below is a summary of the tasks mentioned in the SMP that have not yet been created or implemented, and which therefore need to be developed and realised during the coming years.

### **Develop communication plan regarding funding schemes**

Every university within the KreativEU Alliance will develop a clear communication plan to inform participants about available financial support. This will include:

- Step-by-step guides to applying for grants
- Estimated budgets for different types of mobility
- Information on affordable travel and accommodation options. Clear, accessible information enables better planning and lowers the threshold for participation.

### **Develop communication plan regarding available housing**

Each KreativEU institution will provide clear, up-to-date information about available housing options for incoming students and staff. This information will be accessible in English and communicated through official university channels, such as mobility websites and welcome guides.

### **Develop a shared Housing Overview document**

WP7 will develop a shared housing overview document. This document will include detailed information regarding what housing that is available at the different partner universities within the alliance, making it possible for participants to plan their mobility period.

### **Choose a designated mobility contact persons at each partner Institution**

Within WP7, a list will be compiled of designated Mobility Contact Persons at each partner institution in the alliance. These individuals will be available to answer participants' questions before, during, and after their mobility period. Having clear and accessible contact persons helps to create a sense of security and lowers the barriers for students and staff considering taking part in a mobility activity.

### **Develop online teaching workshops for staff and lecturers**

To offer high-quality virtual and blended mobility opportunities, KreativEU needs to ensure that staff are trained in digital facilitation and online teaching. Meaningful virtual exchanges depend on the ability of teachers and facilitators to use digital tools effectively and to create interactive and engaging learning environments. These workshops will help strengthen digital competence and teaching confidence across the alliance. In organising these workshops KreativEU will use the *KreativEU Centre for Excellence in Digital Education and AI*, which is currently being implemented by WP2, T2.6.

### **Create a green travel information document**

WP7 will map the different travel routes between all partner universities. The results will form the basis of a Green Travel Information Document – a comprehensive guide to eco-friendly travel routes and sustainable transport options across the alliance. This document will be shared with all mobility participants to inspire and support them in choosing greener ways to travel.

### **Mapping of carbon emission measurement tool**

In line with the Green Travel Information Document, we will also provide information and recommend using of available Carbon Emission Measurement Tools. There are already several reliable tools that KreativEU can use to help participants calculate the environmental impact of their journeys. WP7 will identify and recommend suitable tools and communicate these to participants, enabling them to better understand and reduce their carbon footprint.

### **Interactive Green Travel Challenges**

To further encourage sustainable travel, KreativEU will develop Interactive Green Travel Challenges.

These activities will engage students and staff in choosing eco-friendly travel options and sharing their experiences. Participants may receive certificates or small prizes as recognition, helping to raise awareness and make green travel both rewarding and visible within the alliance.

## Conclusion

The KreativEU Sustainable Mobility Plan brings together the KreativEU Alliance shared ambitions for a more inclusive, sustainable, and connected European University. It translates vision into action by offering practical tools, clear responsibilities, and a flexible framework that supports mobility in all its forms, physical, virtual, blended, long- and short-term.

By addressing both institutional and individual barriers, the plan promotes equal access and participation across all partner universities. By proposing potential solutions and pinpointing specific tasks to be developed, such as shared communication materials and designated contact persons the plan aims to overcome both the individual and institutional challenges to mobility. The integration of digital and virtual formats further widens participation, enabling flexible engagement and reducing geographical, financial, and social barriers.

Environmental responsibility is also an important part of the KreativEU Sustainability Plan. Through Green Travel Top-Up Grant, low-emission travel guidance, interactive challenges and tools for carbon emission mapping, KreativEU will encourage participants to green travels.

Inclusion and accessibility remain guiding principles across all actions. By following D1.7 Diversity and Inclusion Plan KreativEU and WP7 can provide a clear structure for ensuring that mobility is welcoming and equitable for all, with attention to wellbeing, communication, and the diverse needs of participants. By embedding these principles into mobility design, KreativEU fosters a culture where diversity is not only respected but actively encouraged.

The SMP has identified several recurring challenges in mobility recognition, such as inconsistent criteria, administrative delays, and differences in grading and credit systems. To tackle these issues, the KreativEU Alliance is moving towards a shared and more transparent approach based on common standards. As this work forms part of WP2's Deliverable D2.9 Framework for Automatic Recognition, WP7 will collaborate closely with WP2 in shaping and implementing the framework.

Together, these actions form a coherent roadmap for implementation. Practical tasks and documents such as the shared housing overview, green travel information document and online teaching workshops will make mobility experiences more available, transparent and sustainable once created and implemented. Continuous cooperation, regular evaluation, and open dialogue will keep the plan responsive to emerging needs and evolving European policies.

The KreativEU Sustainable Mobility Plan represents a collective commitment to progress, linking mobility, sustainability, and inclusion as drivers of innovation and cohesion. By working together, the partner universities are building a lasting foundation for a greener, fairer, and more resilient European university alliance where every participant can contribute and connect.

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

### 1 Methodology and Development of the KreativEU Sustainable Mobility Plan

#### 1.1 Development of time table

In August 2025, the Leaders and Co-Leaders of WP7 drafted a timetable for the KreativEU Sustainable Mobility Plan (SMP).

The proposed timetable was distributed to the other WP7 representatives later that month and subsequently discussed at a WP7 hybrid meeting held at Södertörn University, Sweden, on 9 September 2025 where the WP7 representatives accepted the proposed timeline.

#### 1.2 Formation of working groups

During the WP7 meeting at Södertörn University on 9 September 2025, it was decided to form a task force to support the development and drafting of the KreativEU Sustainable Mobility Plan (SMP). Representatives from SH, TUT, UG, TAE, ATU, UNICAM, USB, and IPT volunteered to join the task force.

#### 1.3 Involvement of other WP Teams and KreativEU governing bodies

Throughout the entire process, the SMP was subject to discussion within the WP7 team.

To ensure assessment and institutional anchoring among the partner universities, the final draft of the document was circulated to all partner institutions. WP7 representatives were asked to share the document with key personnel at their universities and KreativEU staff, providing an opportunity for thorough feedback and comments and helping to establish ownership of the document across the different WP Teams and governing bodies of the alliance.

#### 1.4 Collection of information from all partner institutions

Information for the SMP has been gathered from all partner universities within KreativEU. This has taken place through both knowledge exchange and discussions within the Task Force responsible for drafting the SMP, as well as through broader discussions during WP7 meetings. In addition, local discussions have been held at the respective universities, where colleagues have shared their expertise and experiences. These contributions have formed an important basis for the content of the SMP.

In addition to the knowledge exchange that took place during the development of the KreativEU SMP, the prior work of WP7 in establishing the *KreativEU Guidelines for Mobility* has also served as a foundation for this plan. While the Guidelines for Mobility are not an official deliverable, they were initiated within WP7 during the spring of 2025 to provide a basis and framework for all partner universities in the KreativEU Alliance regarding the implementation of mobility. Consequently, the *KreativEU Guidelines for Mobility* can be regarded as a foundational reference for the KreativEU Sustainable Mobility Plan.

#### 1.5 Alignment of the deliverable with local rules and regulations

The document reflects a thorough consideration of relevant regulatory frameworks, including the Erasmus+ Programme guidelines and the Bologna Process requirements. In developing the

procedures, the national context of each partner institution was taken into account to ensure sufficient flexibility to operate across different regulatory environments.

## 1.6 Draft of structure of deliverable

The draft structure of the deliverable was prepared in accordance with the established KreativEU template, comprising Part A, which addresses the strategic aspects, and Part B, which covers the development and methodology of the document.

The draft structure of the deliverable, discussed during the WP7 meeting 30 september 2025, was as follows:

- Introduction
- Individual barriers and challenges to mobility
- Institutional barriers and challenges to mobility
- Recommendations for Green Travels
- Inclusion and accessibility
- Suggestion of mutual recognition of mobilities

## 1.7 Draft of first version of deliverable

The draft of first version of devliverable which was discussed during the WP7 meeting 29 October 2025, was as follows:

- Introduction
- Individual barriers and challenges to mobility
- Overall strategic method
- Overcoming individual barriers: initiatives and actions
- Institutional barriers and challenges to mobility
- Overall strategic method
- Overcoming institutional barriers: initiatives and actions
- Recommendations for Green Travels
- Inclusion and accessibility
- Suggestion of mutual recognition of mobilities

## 1.8 Consultation and assessment by responsible WP and other relevant KreativEU bodies

The final draft has been circulated to key personnel at the partner universities within the KreativEU Alliance to ensure that the document is fully established within the respective institutions prior to submission to the Quality Control Team and the Data Protection Team.

Following the collection of feedback from the reviewers, a vote was conducted in which all partners were asked to approve the document.

## 1.9 Creation of final version

The final version was completed after incorporating feedback from the assessment team and WP7 participants on the final draft of the document.

As part of the finalisation process, a vote was conducted in which all partners provided their approval of the document before it was moved forward for the final approval by the Steering Committee

## 2 Updating the KreativEU Sustainable Mobility Plan

The KreativEU Sustainable Mobility Plan will be revised on an annual basis. It is recommended, however, that the first review takes place no sooner than six months after the initial version has been approved by the Steering Committee.

The document will be updated continuously to reflect the progress of the work in the coming years, as well as any changes to Erasmus+ guidelines or significant shifts in barriers and obstacles affecting mobility. In this sense, the plan should be regarded as a living document, with the current version representing the initial iteration.

## 3 Impact and potential for innovation

### 3.1 Added Value

#### 3.1.1 for students and staff

By actively implementing a plan and strategy for mobility, KreativEU provides added value to students and staff who may previously have faced barriers to participation. By identifying these barriers and developing targeted solutions, the alliance can broaden access to mobility opportunities, thereby making education more inclusive and strengthening European identity.

Offering a wider range of international experiences, whether through physical, virtual, or blended mobility, also contributes to the European knowledge economy, employment, creativity, culture, and welfare. It is a way of offering the participants access to new networks within Europe and the KreativEU Alliance which can lead to both personal and professional development and growth.

#### 3.1.2 for KreativEU

The KreativEU Sustainable Mobility Plan provides added value to all universities within the KreativEU Alliance by establishing a strategy and framework for the alliance's approach to mobility, addressing challenges such as barriers, green travel, inclusion, and the mutual recognition of mobility experiences. These are complex issues that require ongoing discussion and the development of effective methods for active engagement.

The plan lays the foundation for establishing seamless and accessible mobility within the alliance, by incorporating various forms of mobility, including virtual and blended mobility, KreativEU can pursue innovative approaches to mobility and learning. This also serves to strengthen the connections between alliance universities, enabling deeper institutional transformation across the participating European higher education institutions.

#### 3.1.3 for the European Union

The implementation of the KreativEU Sustainable Mobility Plan offers benefits that align with the broader objectives of the European Union. It aligns with key EU policies, such as the Green Deal. The SMP encourages environmentally friendly travel options, which helps reduce carbon emissions across member states while supporting the EU's digital agenda with innovative mobility solutions.

The SMP also strengthens collaboration and integration among universities, enhancing European identity. This collaborative approach aligns academic objectives with the EU's overarching goals,

creating a more interconnected educational landscape. By prioritizing inclusivity and accessibility, the SMP ensures broader participation in mobility programs, reflecting the EU's commitment to equality.

Finally, the initiative strengthens the European Education Area by facilitating the mutual recognition of mobilities and enhances the credibility of educational credentials across Europe. This collaboration leads to improved curricula and educational offerings, benefiting students across Europe. Overall, by advancing sustainability, promoting inclusivity, and enhancing cooperation among member states, the SMP aligns with the EU's strategic objectives, contributing to a more unified and sustainable Europe.

### 3.2 Potential for innovation

The Sustainable Mobility Plan encourages innovation in different formats. By emphasizing the integration of mobility opportunities, the plan aims to redefine the general understanding of mobility, making educational experiences more accessible while reducing environmental impacts. This approach not only enhances student experience by providing diverse learning environments but also supports the overall sustainability goals of the KreativEU Alliance.

Furthermore, mobility allows for interdisciplinary education and development through collaboration to take place. These collaborations encourage the pooling of resources, expertise, and diverse perspectives. However, at the core of the Sustainable Mobility Plan is sustainable mobility itself, which is critical in addressing climate change and promoting environmental stewardship. This commitment can serve as a model for other educational institutions across Europe. By sharing best practices, KreativEU has the potential to influence broader mobility practices within Europe.

Through these approaches, the Sustainable Mobility Plan can transform educational mobility, influence sustainable practices, and create a model for other university alliances. As students and staff engage with these strategies, they will not only contribute to a more sustainable and inclusive future but also inspire a culture of innovation that extends well beyond the campuses.



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