



MUSEDUCE

1st Press Release

MusEducate Launches to Transform Museums into Inclusive Hubs of Adult Learning

December, 3rd 2025, The European project **MusEducate: Explore, Create, Share** has officially launched, bringing together six organisations from Greece, Poland, Cyprus, Ireland and Portugal with a shared ambition: to transform local museums into dynamic, inclusive and digitally empowered spaces for adult education, community participation and intergenerational learning. Co-funded by the **Erasmus+ Programme of the European Union** under the Cooperation Partnerships in Adult Education action, MusEducate will be implemented over a period of 32 months.

A New Role for Local Museums

Museums preserve objects, memories and stories, but their educational and social potential often extends far beyond traditional exhibitions. MusEducate aims to help museums become more closely connected with the communities around them, especially in rural and geographically isolated areas.

The project will create opportunities for adults to explore their cultural heritage, develop digital skills and actively contribute to the interpretation and presentation of local history. Through storytelling workshops, gamified learning experiences, digital tools and community activities, participants will not simply visit museums; they will help shape the stories museums tell.

MusEducate is based on the belief that cultural heritage becomes more meaningful when people are given the opportunity to connect it with their own experiences, memories and knowledge.

Project Objectives

MusEducate aims to:

- strengthen the digital competence and storytelling skills of adult learners, particularly low-skilled adults, rural entrepreneurs and tourism professionals;
- increase civic engagement and community ownership by involving local residents in museum-based workshops, pilot activities and public events;
- deepen understanding of cultural heritage, environmental sustainability and the relationship between local traditions and contemporary challenges;

- equip museum professionals and educators with innovative methods for digital storytelling, gamification and inclusive adult learning;
- transform selected museums into accessible and community-driven learning spaces;
- bridge generational divides by bringing together older adults, who contribute oral histories and local knowledge, with younger adults, who bring digital skills and new forms of creative expression.

At least 20% of the project's participants will come from disadvantaged backgrounds, ensuring that inclusion and accessibility remain central throughout the project.

Main Activities and Expected Results

During its implementation, MusEducate will conduct research and community consultation activities involving adults and museum professionals across the participating countries. The findings will guide the development of practical and relevant educational resources.

The project will:

- survey 500 adults to identify their needs, preferences and barriers related to museum engagement and digital learning;
- organise 10 storytelling and gamification workshops involving 250 learners;
- develop a Massive Open Online Course, or MOOC, for museum staff, educators and community facilitators;
- create a multilingual digital platform hosting at least 50 community-generated cultural heritage narratives;
- organise five pilot programmes offering gamified digital museum experiences to approximately 500 local participants;
- facilitate intergenerational exchanges involving 100 older adults and 150 younger adults;
- support cross-European mobility activities for 20 adult learners;
- publish a practical guidebook supporting the use of the MOOC and digital platform.

These activities will enable participants to create digital stories, interactive quizzes, treasure hunts and other gamified experiences connected with museum collections, local traditions, personal memories and sustainable ways of living.



The MusEducate Consortium

MusEducate brings together organisations with complementary expertise in adult education, museum practice, cultural heritage, digital innovation, community engagement and European cooperation.

The consortium consists of:

DIMITRA Education & Consulting SA – Greece

Project Coordinator and an experienced adult education and vocational training organisation. DIMITRA will oversee the overall management of the project and lead the piloting and sharing of the project's educational resources.

ASTRONOD Sp. z o.o. – Poland

A social and environmental innovation company specialising in participatory digital design, software development, user experience and technology-driven solutions. Astronod will lead the development of the MOOC, the digital storytelling platform and the accompanying guidebook.

M.M.C Management Center Limited – Cyprus

An adult education and training organisation with extensive experience in European projects, digital learning, gamification, inclusion and educational resource development. MMC will lead the project's communication, dissemination and sustainability activities.

The Rural Centre Project Network Company Limited by Guarantee – Ireland

A non-profit organisation working with rural communities, heritage groups, museums and local authorities. The Rural Centre will contribute expertise in community engagement, cultural diversity, storytelling and rural heritage.

Museus e Monumentos de Portugal, E.P.E. – Portugal

Portugal's national public organisation responsible for museums, monuments and palaces. It will lead the exploration and needs-analysis activities, ensuring that the project responds to the realities of museum professionals, adult learners and local communities.

Foundation of the Hellenic World – Greece

A cultural and research foundation with extensive experience in heritage education, historical research, digital storytelling, multimedia exhibitions and immersive technologies. It will contribute to the historical accuracy, educational quality and cultural depth of the project's outputs.

The partnership will also work closely with associated museums and cultural organisations, including the Folklore Museum of Salamina, the Folklore and Historical Museum of Larissa, the Museum of Geological Formations of Meteora and the Municipal Art Gallery of Larissa.



A Shared European Vision

The overall vision of MusEducate is to create a sustainable and transferable model through which museums can operate as open, inclusive and innovative learning centres for adults of all ages and backgrounds.

By combining local knowledge with digital tools, the project seeks to reconnect communities with their cultural institutions, strengthen civic pride and give visibility to stories that may otherwise remain undocumented. It will also encourage museums to move from a model based mainly on passive observation towards a more participatory approach in which community members become learners, storytellers, creators and contributors.

The project's European dimension is essential to this vision. By bringing together different cultural traditions, museum environments and community experiences, MusEducate will demonstrate how local stories can contribute to a broader understanding of Europe's shared heritage, diversity and common values.

Through its multilingual platform, open educational resources, workshops, public events and cross-border exchanges, the project will create opportunities for knowledge transfer and cooperation that could not be achieved through isolated national actions.

Looking Ahead

Over the coming months, the MusEducate partners will engage museum professionals, adult learners, community representatives and cultural organisations in research, focus groups and participatory workshops. Their perspectives will directly inform the development of the project's MOOC, digital platform and pilot activities. The consortium invites museums, adult education providers, cultural organisations, community groups, local authorities, educators and interested citizens to follow the project's progress and take part in upcoming activities.

MusEducate: Explore, Create, Share is not only about preserving the past. It is about giving communities the tools to reinterpret it, share it and use it as a foundation for learning, inclusion and active participation in the present.



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