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URBAN SHIFT FOR GREEN INNOVATIONS

LIVING CURRICULUM - EXECUTIVE SUMMARY

September 2022 - August 2025

Project Website: <https://urbanshift.eu/>





OVERVIEW

The Urban Shift project is an innovative and dynamic educational framework designed to address urban challenges through transdisciplinary learning. The program equips learners with **green, digital, business, and transversal skills**, fostering entrepreneurial and problem-solving mindsets essential for achieving **EU Green Deal** goals.

Implemented in partnership with leading educational and business institutions across Europe, including Wirtschaftsuniversität Wien (WU), Institute for Advanced Architecture of Catalonia (IAAC), Hochschule der Medien (HdM), WIFI International (WIFI), Multicriteria (MCRIT), Terra Institute (TERRA), Pretty Ugly Duckling (PUD), and Green Innovation Group (GIG), the curriculum aims to create a sustainable, adaptable learning ecosystem.



PROGRAM OBJECTIVES

The program fosters green entrepreneurship and leadership, equipping 80 learners with essential skills to address critical urban challenges by developing a marketable solution. By aligning with the demands of the green labor market, it emphasizes systems thinking, resilience, and digital proficiency to create a new generation of change-makers.

Even after the project's lifetime, Urban Shift will continue to have a positive impact via the establishment of an easily adaptable LIVING CURRICULUM template and OPEN ONLINE TRAINING sessions that will be made available on-line to inspire future transdisciplinary collaboration. Furthermore, the establishment of an ALUMNI NETWORK serves as a tool to foster sustainable project outputs and the continuation of the start-up teams, as well as serves as a channel for peer-to-peer learning, support, knowledge and expertise exchange, collaboration, co-creation, and mentorship between the learners, start-up teams, business partners and urban expert during and after the project.

ACTORS INVOLVED

The program involves a diverse range of actors, each playing a crucial role in its success:

Learners, selected for their interdisciplinary backgrounds and entrepreneurial potential, collaborate in teams to address urban challenges.

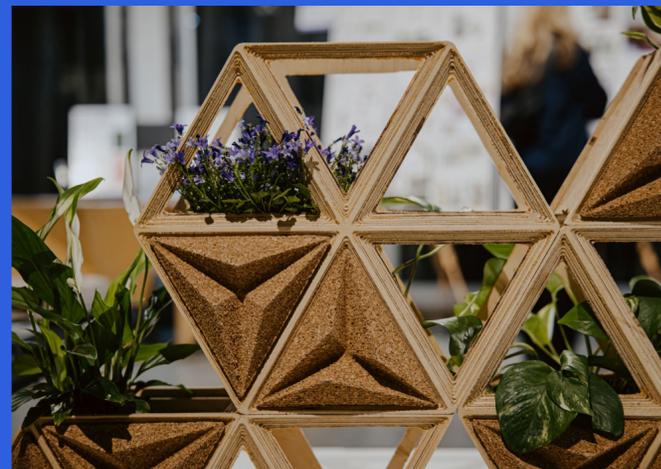
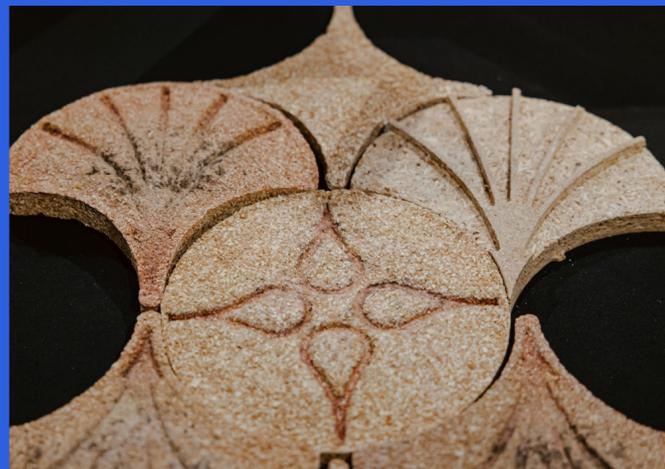
Trainers provide expertise in green, digital, and business domains, employing innovative methods to guide learners.

Coaches support start-up teams, offering feedback and fostering team dynamics, while urban experts contribute domain-specific knowledge and evaluate innovative solutions.

This ecosystem ensures that the curriculum benefits from a rich blend of academic, professional, and practical perspectives.

URBAN CHALLENGES ADDRESSED

The curriculum focuses on four critical urban challenges (two per batch): **food waste**, **urban heat islands**, **extreme weather events**, and **urban mobility**. Learners develop innovative solutions to minimize resource loss, mitigate rising urban temperatures, adapt to climate variability, and create smarter, greener transportation systems. These challenges are addressed through tailored content and experiential learning, ensuring practical, scalable outcomes.



CURRICULUM DESIGN

The curriculum employs iterative development to ensure continual refinement based on feedback from learners, trainers, and coaches. Consequently, an **"Evaluation Framework"** was designed as an Appendix to the Curriculum. The development of the **Living Curriculum** describes an innovative learning path, with key approaches including a systemic perspective, treating the program as a living system where stakeholders continuously interact; **challenge-based learning that tackles real-world urban issues**; transdisciplinary methodologies integrating diverse perspectives; and reflective practices embedding evaluation and adaptation at every stage. These elements ensure relevance and responsiveness to the evolving needs of stakeholders.

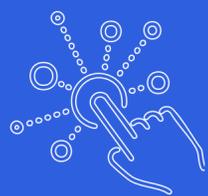


KEY COMPETENCIES ADDRESSED

The curriculum aligns with the European Qualifications Framework (EQF) and European Skills, Competences, Qualifications and Occupations (ESCO) standards, fostering a holistic development of learners on the following 4 skills categories:



Green Skills: the abilities and knowledge needed to **promote sustainable practices, reduce environmental harm, and support the transition to a low-carbon economy.** For example: circular economy practices, sustainability reporting, and renewable energy solutions.



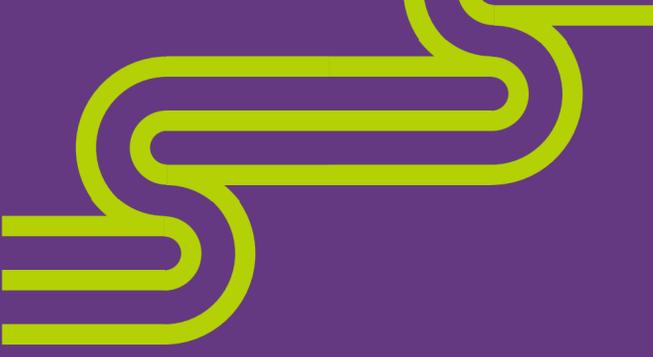
Digital Skills: the abilities needed to **use digital technologies for communication, problem-solving, content creation, and participation in the digital economy.** For example: data analysis, AI applications, and remote communication.



Business Skills: the abilities required to **effectively plan, manage, and execute business operations.** For example: entrepreneurial planning, financial management, and market analysis.



Transversal Skills: the abilities to **integrate and collaborate across diverse disciplines to solve complex problems.** For example: team dynamics, empathy, and resilience.



LEARNING EVENTS

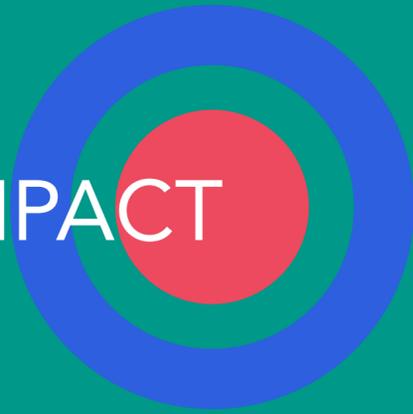
The learning journey is structured around seven interconnected events:

- **The Bridging Courses** introduce the urban challenges and the learners,
- **Kick-Off**, facilitates design thinking workshops for problem identification and validation and development of the business idea,
- **The Specialized Skills Training (SSTs)** and **Advanced Skills Training (ASTs)** develop topic-specific and entrepreneurial expertise,
- **Empowering Changemakers Event**, learners engage with urban experts and they present a first version of their solution,
- **Closing Event**, students launch their start-up solutions at the in front of a jury of experts.

Throughout, **ongoing start-up coaching** is provided to support team progress and dynamics.



OUTCOMES AND IMPACT



The program has led to the creation of start-up prototypes addressing urban challenges, culminating in Living Exhibitions held across multiple European cities.

Open Online Training sessions and an alumni network ensure scalability and sustainability, extending the impact beyond the project's duration.

By fostering entrepreneurship, collaboration, innovation, and skills development, the curriculum prepares learners to become aware and sensitive professionals in sustainable urban transformation.





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