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EcoLoop: Embedding Circular Economy Thinking in European Higher Education Institutions through AI and Gamification



Greener jobs, greater impact!

Sustainability starts with us!

EcoLoop is an Erasmus+ cooperation partnership in higher education. It aims to embed circular economy thinking at European universities through artificial intelligence (AI) and gamification. The project helps students develop green entrepreneurship skills and empowers them to contribute actively to a sustainable and resilient future.

By combining innovative teaching approaches with advanced digital technologies, EcoLoop promotes inclusive, accessible and engaging learning experiences. This helps learners succeed in the green transition and in the labour market of the future.

Project results

Competence framework for green entrepreneurship

AI-supported, gamified tool for assessing readiness for green entrepreneurship

Gamified e-learning platform for green entrepreneurship

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First project meeting in Paris

EcoLoop officially launched at its first transnational meeting, held in Paris, France, from 26 to 28 November 2025. During the meeting, the partners:

- agreed on a shared vision and strategic direction for the project
- started developing the competence framework (WP2)
- discussed how to integrate AI and gamification methods
- defined processes for project management, communication and quality assurance

The meeting was an important milestone. It laid the foundations for effective collaboration and for delivering EcoLoop's innovative results.

Our consortium

- **Association Nouvelle EDC (France), project coordinator**
- **Alliance des Générations pour le Climat (France)**
- **GESTIONET Multimedia (Spain)**
- **Hafelekar (Austria)**
- **INNOMATE (Türkiye)**
- **Hacettepe University (Türkiye)**

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