MUSEDUCATE

MusEducate: Explore, Create, Share

Newsletter 2

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About the Project

MusEducate: Explore, Create, Share is an Erasmus+ Cooperation Partnership in adult education that reimagines local and rural museums as inclusive, digitally empowered learning hubs. Six partners in Cyprus, Greece, Ireland, Poland and Portugal are working with local communities to turn personal and collective memories into digital heritage stories. This second issue is dedicated to the project's first phase, Explore (Work Package 2), and to the needs analysis that will shape everything MusEducate creates next.

Needs Analysis at a Glance

Between December 2025 and August 2026, all six partners listened to local adults through three complementary activities:

• 317 participants in 8 community presentation and brainstorming events (127% of target)
• 573 responses to a common adult survey in five countries (115% of target)
• 12 focus groups with 148 participants, 26% of them from disadvantaged or under-represented groups (target: 20%)
All quantitative targets were met or exceeded. The results are consolidated in Deliverable D2.1 Needs Analysis Report, led by Museus e Monumentos de Portugal (MMP).

Early Survey Findings

The survey explored museum engagement, heritage ties, digital confidence and learning preferences. Some first insights:

• Strong roots, distant museums: 38% of respondents feel strongly connected to their local heritage, yet only 26% consider museums highly important in their lives.
• A mixed digital picture: half feel highly confident with digital devices, while 12% report low confidence (24% in Portugal). Smartphones are the main point of access in every country.
• Blended learning comes first: almost 8 in 10 prefer face-to-face or blended learning; only 1 in 5 prefers fully online formats.
• Digital tools are welcome: 90% see them as at least moderately important for heritage learning – as a complement to, not a replacement for, people and places.

Community Engagement Highlights

From Larissa and Athens to Miranda do Douro, the Museum of Ancient Idalion in Cyprus and the Heritage Conference at An Coire in Ireland, our events opened a local dialogue on the civic role of museums and on the links between heritage, environment and identity.
The focus groups went deeper, bringing together older and younger residents, educators, museum professionals, senior learners and migrant adults. Every group identified 'hidden' heritage at risk – from women's work and farming life in Thessaly and Clones lace-making on the Irish border to Cypriot embroidery and the Mirandese language. Intergenerational exchange was the strongest shared theme: older adults hold the memories, younger adults the digital skills to record and share them. At the Hellenic Cosmos in Athens, 23 migrant adults joined a 3D/VR experience and reminded us that inclusion starts with reaching people through the channels they actually use.

Relevance for Adult Education

The findings confirm, and sharpen, the MusEducate concept. Local adults are attached to their heritage, open to digital tools and willing to share their stories, but do not yet see museums as places of everyday learning. For adult education, this translates into clear design choices for the MusEducate resources:

- Mobile-first, low-threshold tools with guided story templates
- A modular, micro-learning MOOC linking online units to museum and community activities
- Accessibility by design and multilingual content, including minority languages
- A practical toolkit so that small museums can run activities independently

Looking Ahead

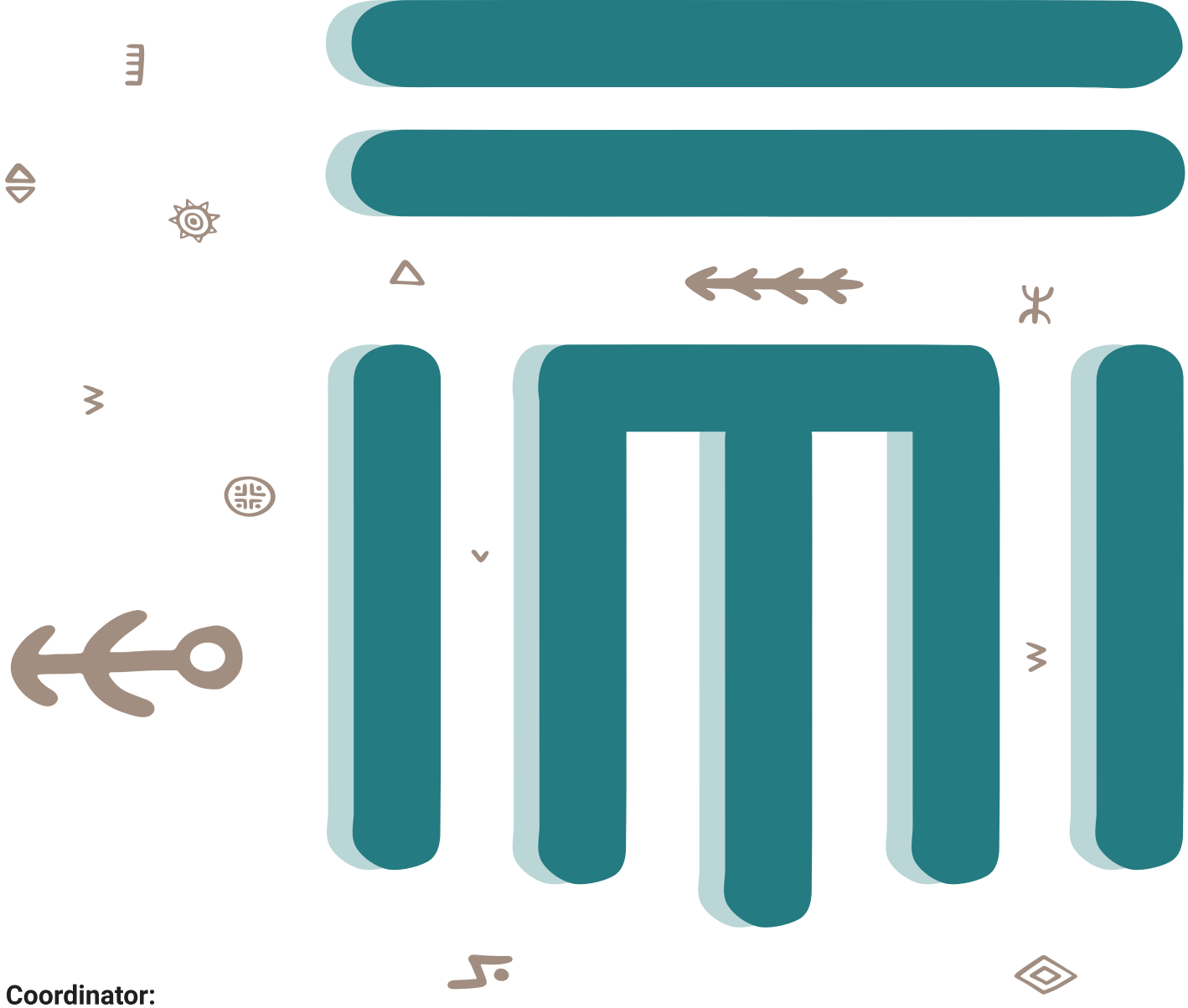
With the needs analysis completed, the partnership is moving from Explore to Create.
The next steps of the MusEducate project include:
Sharing the results of the participatory digital storytelling workshops (Activity 2.4)
Developing the MusEducate MOOC and the multilingual digital storytelling platform
Preparing the guidebook for museum professionals and adult educators
In this way, every MusEducate resource will be grounded in the voices and needs of the communities it is designed for.

Let's Stay Connected

We invite you to follow the progress of the MusEducate project and stay updated on our latest activities and results.

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Stay tuned for more updates, insights, and opportunities to engage with our work!



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educational organization

Partners:

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